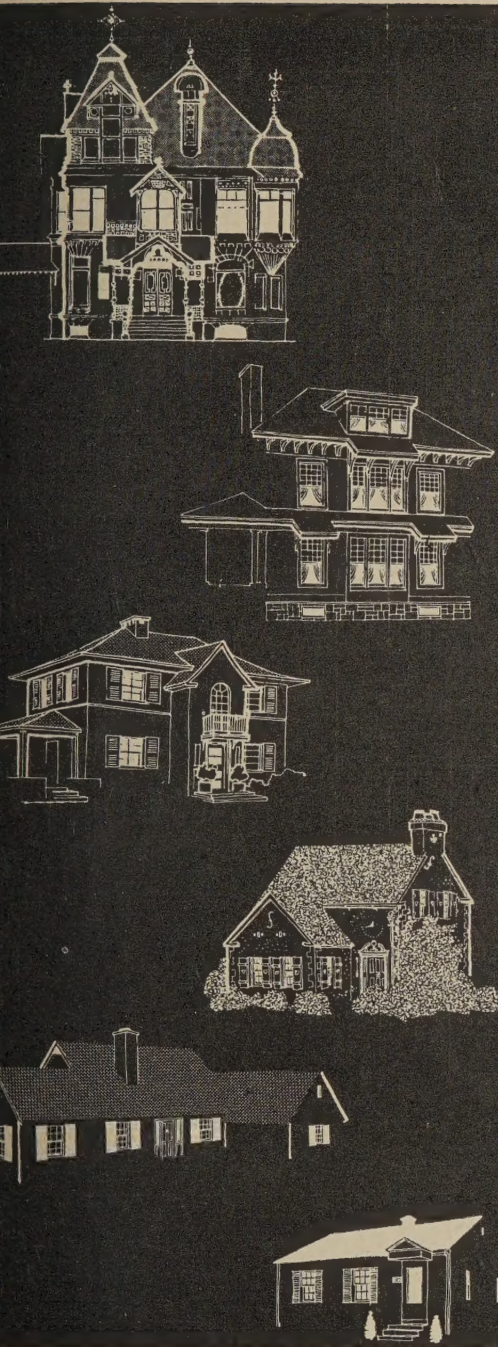


May 1955

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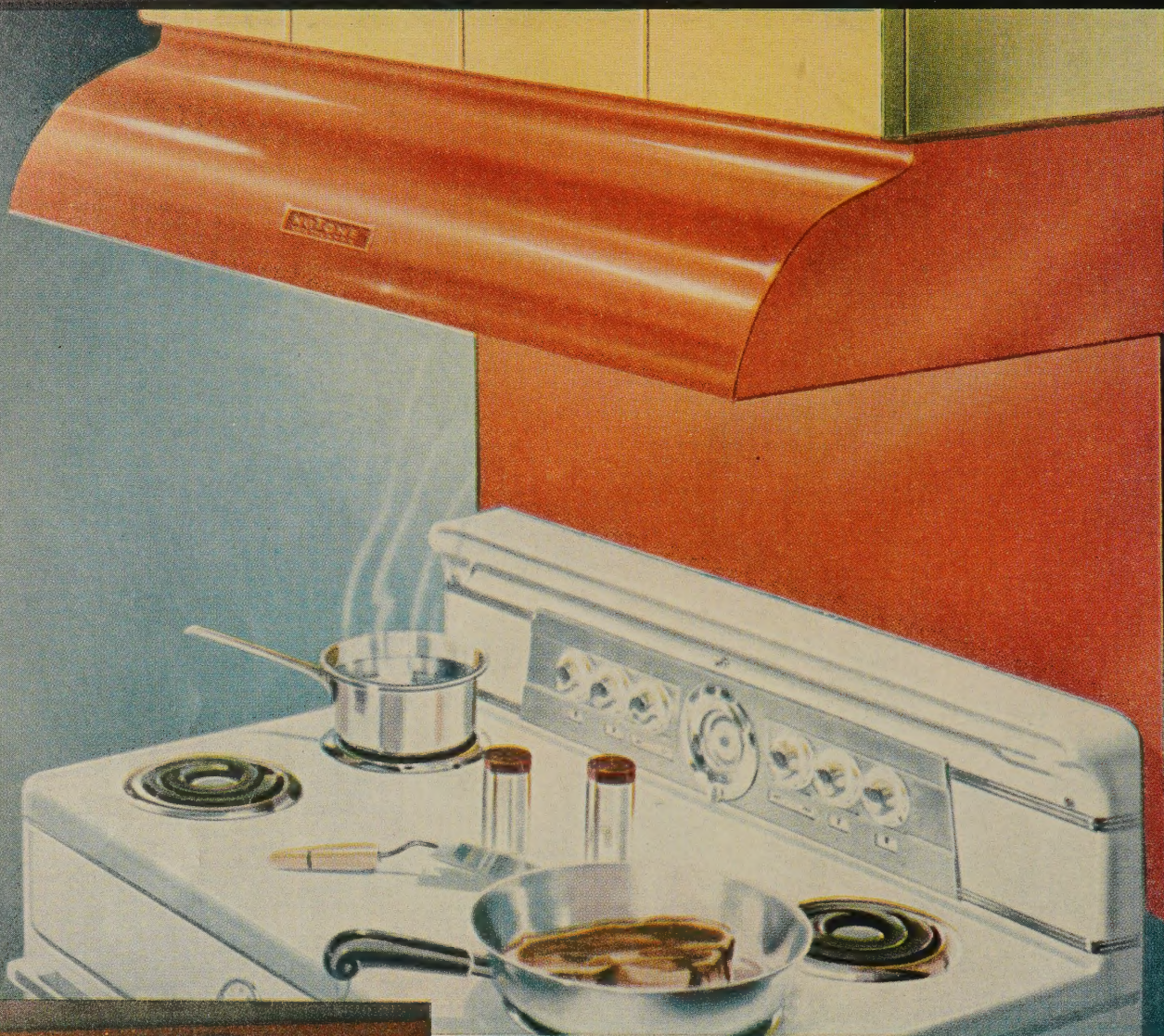
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# Pension funds tapped at last for VA loans

**New plan guarantees them 4% net with Bank of America and big title company cooperating on trust agreement**

Mortgage men think they have discovered at last how to tap the \$20 billion of investable cash in pension funds.

Investors Funding Corp. of Pasadena, Calif. has revealed it has made its first sales of mortgages to a big New York pension source under a three-phase plan which jumps the hurdles that have brought down many another proposed investment plan—legal restrictions, safety requirements and the reluctance of pension managers to get involved in the voluminous details of receiving payments on large housing tracts.

John F. Gibson, secretary of Investors Funding, said the plan involves 1) an investment company to compile the necessary information for the out-of-state investor, 2) an independent trust company to hold title to the loans until they are paid, and 3) a bank to collect the payments, keep records on the principal, interest, taxes and other details and render a single bulk monthly statement of the total transactions for the investor instead of a one-by-one accounting of each loan.

**How it works.** The giant Bank of America helped get the bugs out of the long-sought plan and is servicing the first sales, which have been confined to VA loans in southern California. Later, bank officials expect the setup to spread to more of its 555 branches throughout the state. The plan, which is in no way copyrighted, will probably be widely copied, they say.

In the past, labor union and pension fund trustees have hesitated to invest in mortgages because of the huge amounts of bookwork and clerical help such portfolios require. Additionally, there were many federal, state and corporate restrictions. Sample: some attorneys have argued that some corporate pension funds cannot delegate approval of the legal papers covering each mortgage.

The West Coast plan—which is akin to proposals other mortgage men have been working on—keeps the pension fund bookkeeping down to a minimum through a collateral trust agreement. The Title Insurance & Trust Co. in Los Angeles acts in effect as the home office for the loans and gives the pension fund a single document for the dollar amount of the loans purchased.

Most mortgage pension experts have theorized that such a setup would enable its promoters to guarantee pension funds a net 3¾% return on a VA 4½% loan in a par market. Half a point would go to the bank for servicing and a quarter point to the trust company.

The really sensational aspect of the Investors Funding plan is that it guarantees pension funds a 4% return, while allowing the servicing bank its customary ½ point. How can it be done? President William King of Investors Funding does it by figuring on 12-year-payoff and discounts. Thus, a mortgage sold to a pension fund at 98 nets 4.74%, leaving plenty of margin for profit all around.

If the mortgage market shoots up to par, King notes that yields on bonds will surely fall accordingly, so that his plan will still be competitive. Investors Funding, says King, plans to sell mortgages for a point more than it pays for them. On the first deal, 0.1 of that point went to the trust company to pay initial acceptance costs. The pension fund pays the trust firm a nominal flat fee per agreement, to cover its cost of bookkeeping, no matter how much money is involved in the mortgages the agreement covers. The agreements are assignable, which King says gives his plan "the benefits of securities without the liabilities."

It is noteworthy that King's setup eliminates the usual duplication of record-keeping

between the servicer and the "home office." With as permanent an institution as the Bank of America in the picture, the possibility of records being improperly kept, or vanishing as a broker goes out of business, seems to be no worry to an Eastern buyer. Says King: "We've squeezed the water out of the archaic mortgage system."

His scheme, therefore, has broad implications for cutting the cost of mortgage borrowing generally, say some experts. At least one big insurance company is reported studying it as a possible means of saving millions of dollars yearly in administrative outlays.

**Boon to building.** The West Coast plan follows closely the theoretical basis for wooing pension funds into the mortgage field suggested by Economist Miles L. Colean in a February talk to the Mortgage Bankers' Assn. Needed, said Colean, was a "demonstration to pension fund managers that means can be given them for building mortgage investment with no greater organization, overhead or hazard than for handling bond investment." With that done, Colean forecast, the ½ to ¾% better yield obtainable from mortgages should tip the scales.

With homebuilding at its 1955 pace, the tapping of a largely untapped reservoir of mortgage money is happy news for the housing industry. Corporate pension funds and labor union benefit funds have some \$11.5 billion in assets, with an annual growth of more than \$1.5 billion. State and local government pension funds account for another \$7.4 billion of assets, with about \$1 billion-a-year growth. None has more than a handful of mortgage holdings.

## No-down loan on its way out, lenders report, as mortgage market continues to tighten

The mortgage market tightening that began in February (March '55, News) was really making itself felt last month.

Insurance companies and New York mutual savings banks (virtually the only buyers) were shying away from no-down VA loans (especially insurance firms) except at juicy discounts. One Western mortgage man predicted most of the current crop of no-down homes will be sold by midsummer. After that, he thought the bulk of new VA housing would have to return to some down payment.

Brokers in nearly all of the cities checked monthly by HOUSE & HOME (table, p. 52) had reported increasing discounts on FHAs or VAs in the last two months. Many put the drop at one-half to a full point in the last 30 days alone. Vice President Robert Morgan of Boston's 5¢ Savings Bank called the trend so "definite" that some investors were balking at buying mortgages at "current prices" because they thought the market would sink lower.

More and more builders seemed to be turning to standby deals for no-down money. The guaranteed floor was often around 94½-95, plus a one point warehouse fee. That meant if the market for no-down loans firmed up before they are ready for delivery, the builder would get the higher price; if not, he would

at least pay no more than 5 to 5½% for the sales advantage of no down payment.

**Automatic brake?** President Wallace Moir predicted in a talk to Los Angeles builders that the day of nothing-down terms "is about at an end."

One reason was that insurance companies were generally well loaded with commitments for months ahead. More insurance firms were operating on quotas than ever before, several brokers noted.

Even in areas where FHA was *not* pulling in the reins on operative builders, the money tightening promised to slice the rate of homebuilding. Said Maurice A. Pollak, vice president of Draper & Kramer in Chicago: "Some builders may be held up on large projects [50-200 units] unless the local S&Ls can take care of them." Vice President John D. Yates of Jacksonville's Stockton, Whatley, Davin & Co. reported his firm already was whittling some builders back on requests for construction loans. "Volume of construction is just getting ahead of the money supply," he said, "and the government bond market has weakened."

Basic economic forces were making mortgage money a little scarcer. It could well stay that way until 1956.

(NEWS continued on p. 40)



# Housing boom: orgy or legitimate expansion?

**No-down loans draw almost all of the brickbats. Critics find few dangers elsewhere. FHA, lenders begin to put on the brakes in a few selected cities**

The housing boom last month looked much more like a legitimate phase of national expansion than the credit-inflated orgy some people thought they saw.

The pessimists were still talking. But their talk centered more than ever on one aspect of the boom: the no-down mortgage. If anyone had missed the fact, it became clearer than ever that a lot of lenders never liked the no-down and did not like it now. But except for this specific facet of the new prosperity—more discussion later—these same lenders saw nothing calamitous in the pace of homebuilding.

"There'll be adequate mortgage money to meet reasonable demands," said MBA President Wallace Moir. "The 30-year, 100% GI loan is too much, however, and leading builders in the US recognize it as too easy credit."

**Throttling down.** The key to Moir's point, of course, is "reasonable." But it is not as difficult as might be imagined to hand down a "reasonable" definition of what starts should be in 1955. Everybody agrees that 1.2 million would be fine; 1.3 million is fine in the eyes of some; 1.4 million is almost unanimously considered more than can be financed. The present rate is almost exactly 1.4 million. But although first-quarter starts set a record, the monthly pace is not increasing at the usual seasonal rate. In recent weeks FHA applications, seasonally adjusted, have been below '54's level.

Meantime, HHFA Administrator Albert Cole thought it was "quite possible" that a figure of 1.3 million for the year would be reached. Chairman Walter McAllister of the Home Loan Bank Board saw it as 1.2 million. NAHB Economist Nat Rogg said it would be well-nigh impossible to get much over 1.3 million and Thomas J. Sweeney, VA loan guarantee chief, said he thought the final figure would be in the vicinity of 1 million even.

**Keep the lid on.** One important development last month was that definite action had started to keep the boom within feasible bounds. FHA, lenders and builders seemed for the first time to be doing something about the threat of overbuilding.

Administrator Cole announced at a press conference that there were places in the nation where "spotty" conditions existed; not many, and most of them around military bases. But areas, it seemed, that could do with some extra deliberation as to their rate of building.

The Dallas FHA office suspended issuing firm commitments on speculative operations requested after March 1. The move did not affect requests on minority housing or individual requests. Conditional commitments were not suspended. FHA was making a detailed study of Dallas' inventory of unsold new houses and rental vacancy levels to get a line on whether the city's building spree of the last few months could be maintained. The policy was nothing alarming, said Director Ellis Charles, more a "look-see move." Few builders were protesting the suspension, probably for four reasons: there was a

March 1 backlog of 565 firm commitment applications (not subject to the suspension); the ruling might be lifted this month; there is other financing than FHA in Dallas; sales are still at near-record levels.

**Builder cooperation.** It is important to realize that builders are in on FHA's slow-down moves and that such moves are not new. In fact, they provide one of the sanest methods of balking overbuilding because they are locally controlled. In Portland, Ore. for example, a policy of firm commitment rationing has been in effect for a couple of years. On big projects there, FHA will grant conditional commitments for the works, then dole out firm commitments in lots of 25. The builder can apply for his next ration when he is about ten houses along. In this manner the project leapfrogs to completion in tune with the market. "The system has been the result of no formal agreement, but rather an apparent local FHA ruling that has worked okay," commented Leo Rush, chairman of the Portland Home Builders' FHA committee. "There have been very few complaints from builders in more than two years. After all, it's a protection to them to a certain extent, anyway." This same kind of rationing on large subdivision requests was operating in Oklahoma City and in Tucson.

The operation is governed by local decisions. Local FHA offices do not have to tell Washington that they are adopting such a policy or even report that they have adopted it. Homebuilding leaders generally felt this was all to the good, since local FHA men probably have as clear an idea of the characteristics of their particular market as anyone. "It is gratifying," observed one expert, "to see government policy directed to specific situations rather than applied indiscriminately to the market as a whole, irrespective of individual circumstances."

The military areas that Cole mentioned as under scrutiny were spread all over: Paso Robles, Calif., Dover-Camden, Del., Ft. Walton, Fla., Ft. Dix, N. J., Paducah, Ky., Portsmouth, N. H.-Kittery, Me., Portsmouth-Chillcothe, Ohio, the Savannah River area in Georgia and South Carolina, Killeen, Tex., Lone Star, Tex., Huntsville, Ala., Anchorage and Fairbanks in Alaska, Oceanside and Lompoc, Calif. The building picture in such areas has been subject to some strenuous ups and downs, as troops move in and out and builders and HHFA try to keep up with the Pentagon's moves. It was small wonder that the market in such areas was unstable.

**Lenders apply brakes.** Lenders were also participating in the general swing toward checking the pace of housing. One Jacksonville mortgage firm was using the same sort of rationing system as FHA was. (Such moves take place, quite logically, in fast-expanding areas.) In Houston, a lender said that his firm had been cutting builders back a little on construction loans for about a month, added that "good, level thinking going on by builders, lenders, mortgage men" would prevent an emergency. "Most builders are trying to wind up the things they're committed to, just going a little slower," he said. "Well, they have no alternative. There's no deep concern that the bottom's going to drop out."

Other signs of the times:

► Administrator Cole revived the 12-man National Housing Council (inactive since before the last national election) "because we think we need it." Last time the council convened was after Reg. X was imposed during the Korean war. This time, the council probed into the laws and concluded that the government has all the authority it needs on the books already to tighten FHA and VA mortgage terms (as HOUSE & HOME has pointed out several times). The method: have each agency vary mortgage terms by raising down payments and shortening amortization. The council's discovery embarrassed the President's Council of Economic Advisers. It was in this year's economic report that President Eisenhower asked Congress for power to vary mortgage terms—authority he seems to have had all along. FHA and VA officials made it plain they did not intend—at the moment—to jiggle mortgage terms without White House orders.

► The President picked Prof. Raymond J. Saulnier of Barnard College to fill a vacancy on his economic advisers council. The significance: Economist Saulnier is a top expert on mortgage lending, was a chief adviser to the Federal Reserve Board on Reg. X.



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**"THINK YOU'D BETTER GIVE THESE GUYS A CHECKUP TOO?"**



► Sen. John Sparkman (D, Ala.) wrote industry, government and consumer groups for comment on the housing market, said if further study proved things were as serious as some observers thought he would take "proper action" as chairman of the housing subcommittee.

**Question of credit.** Many financial men were worried about two things: the spread of the no-down VA mortgage and, as a corollary, the rise of the mortgage debt on one-to-four family houses. Nothing-down loans were already declining and might vanish in a few months if mortgage money continues to tighten. As far as general mortgage debt went, there were loud voices raised to the effect that it was not dangerous. "The truth is that our home mortgage debt is growing today simply because more people than ever before are able to buy homes," said FHA Commissioner Norman Mason, criticizing bankers and others for "croaking" about the size of the debt.

"What these fellows are doing is rocking the boat," said NAHB President Earl Smith. "They can pull the roof down on their own heads and everybody will suffer."

**Brief for the defense.** NAHB prepared an itemized discussion of the home mortgage debt—which stands at \$75 billion—arguing against the prophets who say it is too high. The brief points out that the debt amounts to about 45% of the value of all mortgaged homes and only 4% of these homes have mortgages on them of over 80% of value. The builders admit that home mortgage debt recently has increased faster than disposable income (the debt was 29.6% of income in 1954, up 7.7% from 1950) but point out that the number of families responsible for payment of this mortgage debt more than doubled in the four years. NAHB also notes that carrying charges are lower today than they were in the 1920's: "Taking into account fees and discounts so prevalent in the 1920's, there is ample evidence to believe that debt carrying costs per dollar of debt have decreased from one-quarter to one-third since the 1920's."

Economist Miles L. Colean makes a point of the fact that debt carrying charges are down, also that characteristics of the debt have changed. "Concern over the mere fact that home mortgage debt today is at about the same level in relation to both personal and national income as it was in the ominous year 1930," he said in a talk last month, "ignores the vast changes in the characteristics of the debt as well as distribution of income. The head shakings over the low and no down-payment financing which is available today—on a much lesser scale, it may be said, than some are eager to believe—ignore the fact that in the 1920's we also had low or no-down-payment financing, but of a different and much more dangerous kind." Colean was further encouraged by the fact that "the current expansion is not complicated by a speculative apartment building boom or threatened overbuilding of factories and office buildings."

Morton Bodfish, chairman and president of First Federal Savings & Loan Assn. in Chicago, also had something to say on the question. Said Bodfish recently: "The burden of servicing our home mortgage debt at that time [in the '20's] was a sum amounting to an estimated 20-40% per year of outstanding indebt-

edness, plus interest, compared to a maximum cost today of 7-8% a year, plus interest charges."

**Watchdog moves.** Nevertheless, concerted efforts were being made by private groups urging the government to limit mortgage terms. Last month a group of top insurance executives (the joint economic policy commit-

tee of the Life Insurance Assn. of America and the American Life Convention) drafted an open resolution calling on the government to take action on down payments and amortization periods for both VA and FHA mortgages. The 30-year, no-down VAs, they said, were "an open invitation to a boom-bust situation in homebuilding." For FHA, the group wanted loans limited to 90%.

## Where do the buyers come from?

**A quick survey by National Homes dealers suggests most home purchasers were renters. This tends to puncture the argument that demand is based on family formation**

Household formation has become such a talking point with people predicting the future of housing that some of them never use any other yardstick at all.

The emphasis is exaggerated. There are several other motivations to buy—notably higher incomes, a transient population, bigger families, destruction of old houses—which deserve more attention than they have been getting. The fact that household formations are something less than one-half expected starts is not as worrisome as it first seems.

**No more rent.** A striking illustration of the fact that somebody besides newlyweds buys homes came to light last month in a survey by National Homes Acceptance Corp. of 1,250 purchasers of National homes in seven cities (see table). Price range of the homes was \$9,500-15,000, with \$12,500 the mean. A large preponderance of families polled moved out of rental units into the new houses. Proportion of newlyweds varied all the way from 2% to 30%, with emphasis on very low percentages. An average 13% of buyers were moving because they wanted better living conditions than they had had.

Commented Vice President Frank P. Flynn Jr. of National Homes Acceptance Corp.: "The results of this initial survey . . . embraced a wide enough geographical area to at least create a supposition that we are seriously misinterpreting the significance of new household formations . . ." His figures:

### NATIONAL HOMES POLL OF BUYER CHARACTERISTICS

	FROM RENTAL UNITS	NEWLYWEDS	UPGRADED
Indianapolis	75% . . . . .	2% . . . . .	13%
Buffalo	55% . . . . .	25% . . . . .	15%
Utica	75% . . . . .	5% . . . . .	20%
St. Louis	90% . . . . .	3% . . . . .	7%
Springfield, Ill.	60% . . . . .	30% . . . . .	10%
Ft. Wayne, Ind.	75% . . . . .	5% . . . . .	20%
Pekin, Ill.	90% . . . . .	3% . . . . .	7%

(Totals of under 100% imply that buyers moved in from out of town.)

Something of the same sort of trend was evident in figures from the Dime Savings Bank of Brooklyn on the characteristics of the last 500 mortgage applications filed at the bank. The homes in question were priced from \$10,000 to \$42,000. As explained by President George C. Johnson: "This survey showed that 84.2% of those 500 families had one or more children. Of the 15.8% who have no children, a vast majority are older couples.

Very few were newly married, and these were in the higher income brackets."

**Bigger and better.** General prosperity was as much an influence as anything in pushing people to buy homes. As HHF Administrator Albert Cole phrased it: "Housing goes along steadily from year to year. It supports itself on the needs of people, the confidence of people, the desire of people for better living—a lot of factors which the economists can't measure." Some of the factors which can be measured:

► The number of families with incomes over \$4,000 increased by 70% between 1947 and 1953. About 71% of nonfarm families now have incomes over that figure and 54% have incomes over \$5,000.

► One-fifth of the nation's population moves to a new location each year.

► The number of families with three children increased at a rate of 7% a year during the years 1950 to 1953.

These factors have brought about a rise of \$1,000 in an average FHA commitment since the beginning of 1953. As for household formations, the figures which give rise to cries of alarm are the Census Bureau's annual computation of total US households. Formations are deduced from these mathematically. The trouble is, however, that Census does not have enough money to compile what it feels is an accurate report. Says the Commerce Dept.: "The difference from year to year in the increase in the number of households which can be computed . . . should not be interpreted as having any validity."

It is also noteworthy that the much-banded figure of 600,000 family formations (for the year ended April '54) does not measure the meaningful basic demand for nonfarm housing. Total US family formation is running 150,000 to 200,000 a year less than nonfarm family formation, because of migration off the farms. Nonfarm household formation, according to Census' "invalid" figures (still the only ones available) stack up like this:

Year ended April '52 . . . . . 961,000  
Year ended April '53 . . . . . 954,000  
Year ended April '54 . . . . . 857,000

Since the end of World War II, even total US family formation has exceeded total starts by more than 500,000. This gap is closing, but the trend will reverse itself in the early 60's as marriages move up again.

(NEWS continued on p. 42)



## FHA valuation policies, property rules stymie Sec. 220 deals, builders cry

**QUESTION:** What's wrong with FHA's Sec. 220—the one that is supposed to gear private enterprise to urban renewal?

**ANSWER:** 1) The government has oversold it; 2) Congress, in its zeal to nail down loose ends, imposed an almost impossible administrative setup on it; 3) FHA, say many who have nibbled at 220 commitments, is too scared by last year's investigation to proceed with enough boldness.

Up to mid-April, not a single Sec. 220 project had been approved. Yet since November, FHA officials had been devising pilot rules and procedures around 220 applications for the \$37 million Manhattantown redevelopment project in New York City. Only visible result so far: Commissioner Mason has designated New York as a high-cost area, which adds up to \$1,000 a room to the \$2,700-a-room insurable loan limit for fireproof, elevator buildings.

**Senate investigation.** In resuming its housing inquiries, the Senate banking committee has made it plain that it will take a hard look at Sec. 220 and other parts of the 1954 Housing Act that have developed kinks (see FHA probe, p. 45). Committee spokesmen say they fear FHA is being too cautious on valuations, ask if the agency really understands the intent of Congress that urban renewal areas involve a general face-lifting and

should be underwritten on the assumption they are going to get it. Senate committeemen fear FHA is too inclined to stick to its traditional appraisal concepts. This would be fatal to renewal, since normal underwriting would downvalue a blighted neighborhood because of the very fact it was dilapidated.

The six New York 220 applications cover, like most 220 deals now pending, redevelopment under the 1949 Housing Act, a considerably simpler creature than the '54 law. Even so, the administrative red tape imposed by Congress is staggering. A 220 project under the old legislation must be certified by HHFA before FHA can issue a mortgage insurance commitment. HHFA certification must guarantee that the project conforms with the community's master plan (New York does not have one, but HHFA has always winked at this). The certification must underwrite that the community has the authority and financial capacity to complete the proposed renewal—

that is, to improve streets and provide other facilities. At midmonth, HHFA at last certified its first 33 projects for 220 aid.

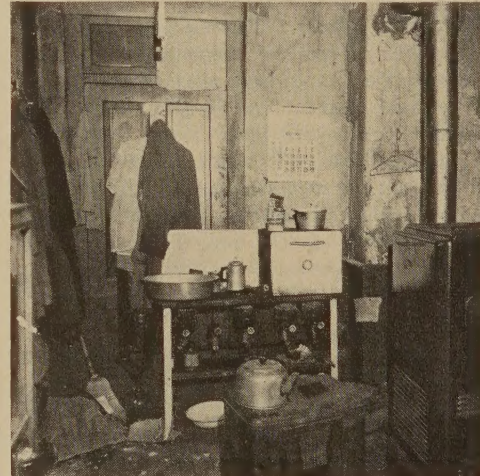
**Percentages & jokers.** FHA officials scoff at fears the agency is too timid in valuing potential upgrading in renewal areas. Beverley Mason, FHA's new urban renewal officer, notes that the agency has told its field men to look at renewal areas "not as they are but as they will be when redeveloped." But at the same time, Mason concedes FHA cannot make allowance for projects that are just on paper—as, for example, a proposed redevelopment on adjoining land that has not yet been firmly committed to proceed.

Last month, this joker had stymied an \$11 million Washington, D. C. redevelopment deal so thoroughly that Builder Ralph Bush of Norfolk, Va. told HOUSE & HOME he might have to quit.

Bush was successful bidder in 1953 for the 76-acre slum tract tagged officially as southwest area "B." His plans won approval of Washington's Redevelopment Land Agency last year. RLA has acquired almost all of the site, relocated most of the families, and demolished many of the slum structures. The agency soon will be ready to lease the land to Bush, had hoped he would begin construction this summer on the capital's first major slum clearance.

But FHA notes that plans for redeveloping an adjoining tract known as area "C," on which New Yorker William Zeckendorf is working, so far exist only on paper. Zeckendorf has not been able yet to win final approval of the National Capital Park and

Photos below and far right: Jimmie Wallace



## Louisville builders face-lift a slum house for \$5,000

Many redevelopers might argue that the tumble-down house pictured above was not worth repairing, that it ought to be torn down and replaced by new construction.

Homebuilder David Wilson of Louisville says he "picked the worst house we could find" and rehabilitated it to show "there's more good in an old building than you think." His Housing Renewal Corp. (other principals: Builder Herman Lodde and Michael O'Dea, president of the Kentucky Real Estate Board) paid \$1,500 for the three-room structure at 528 Caldwell St. It lies in Louisville's East End Negro slums where the city hopes to establish its first urban renewal project. They spent nearly \$5,000 to repair it. That included transformation of the waterless

kitchen (if the mess in the picture at the top right can really be called a kitchen) into modern cooking units which Wilson (l) is showing two friends in the lower photo at the right.

Before rehabilitation, four families lived in the house and a ramshackle structure in the yard (which Wilson demolished). Altogether they paid \$37.50 a month rent. Now, only two families occupy the premises, which were enlarged by an added room. They pay \$35 a month rent each. Wilson says this will pay off his \$4,500 mortgage from a local bank in ten years, including maintenance. "This project has made it clear to us that rehabilitation is economically sound," he says. "We're going to do some more as soon as we can get 220."





Planning Commission, despite pressure from President Eisenhower himself. Even with approval, Zeckendorf has in sight no means of financing some major features such as a proposed cultural center and a mall of government offices. As long as the Zeckendorf plan is up in the air, FHA says it cannot count on redevelopment of the entire blighted area, and so its appraisal of Bush's project must be adversely affected.

**Old bugaboo: fees.** FHA and Bush are also at loggerheads over his request for a 12% builder-architect fee. This promises to be the most serious hurdle of all.

The 1954 Housing Act says only that fees must be "reasonable." The Senate banking committee, in its report accompanying the legislation, suggested that builder-architect fees might go as high as 10%. In the Bush case, windfall-minded FHA was insisting on a 5% limit. The agency says a survey a year ago showed Washington builders and architects actually were realizing combined fees of only about 7%.

Bush, who has put up Wherry Act jobs at Ft. Monroe and Ft. Lee, Va., argues that anything less than 10% is "utterly unrealistic" because of the special problems of any first venture plus the red tape involved in redevelopment work. Bush figures his replacement cost for his proposed apartment buildings and row-house flats at \$10,090,000. A 90% Sec. 220 mortgage would make him eligible for a \$9,081,000 loan. The \$1,009,000 balance he proposes to make up by a cash investment of \$425,000 (including working capital) and the builder's fee. If he had to accept a 5% builder's fee, Bush says he would have to put up another \$440,000 cash. "That is where we come to the parting of the ways," he told *HOUSE & HOME* last month. He said he would have to take a \$50,000 loss on what he has spent on the project so far and "withdraw gracefully."

Said Executive Director John Searles Jr. of the redevelopment land agency: "The situation is very serious. Only a major change in government policy can save it."

## New York State bans race discrimination in most FHA, VA rental or sale housing

New York State has struck at racial discrimination in housing with one of the strongest laws yet.

Gov. Harriman signed into law a bill outlawing discrimination in FHA- or VA-financed rental or sale units, after July 1. The measure applies to the owner of any apartment house built, remodeled or purchased with government mortgage insurance. It likewise applies to builders who put up or modernize a group of ten or more units with an FHA or VA mortgage "on land that is contiguous exclusive of public streets."

If zealously enforced, the 10-unit rule would seem to outlaw creation of any more new all-white suburban tracts with FHA or VA terms. Enforcement is up to the courts. This means that any tract builder who avoids sales to Negroes may be hauled into court on racial discrimination charges.

The measure slipped through the legislature on its final day. There was no debate. Both houses approved unanimously. The bill was sponsored by Assemblyman Bertram Baker (D, Brooklyn), a Negro. Attorney General Jacob K. Javits played a big behind-the-scenes role in getting it out of committee for a floor vote. The measure is similar to legislation Javits sponsored while a member of Congress.

A memorandum prepared for Baker in support of the new law noted that only 893 rental units out of the 82,846 built in New York City between 1946 and 1952 with FHA aid were occupied by nonwhite families. "Even this small fraction," said the memo, "was rented on a segregated basis. . . . If we cannot open up the entire market, we can at least move to require equal treatment in that portion of (it) assisted by government action."

Other legislative action affecting housing:

► Savings bankers were keenly disappointed when the lawmakers killed a bill that would have allowed big-city banks to establish branches in the suburbs. The banks had long

sought to expand operations into the fast-growing outer residential areas, again failed to put the program over. Resistance came not so much from the "small community banks"—they often receive most of the blame for failure of a savings bank's attempt to move to the country—as from two or three giants in the banking field who dominate Nassau County and the northwestern part of the state. An amendment to the state savings bank law, however, broadened the banks' participation in conventional mortgage lending. They are now allowed to lend 80% of the first \$15,000 of appraised value (instead of \$10,000) on houses up to 10 years old (instead of two years old). The new law will broaden the market for resale of existing, single-family dwellings.

► A bill to encourage private development of middle-income housing would permit cities to lend up to 90% of the cost of non-profit or limited dividend housing and grant tax exemption up to 50% of the value of the project. Included in the bill is provision for a "little FHA" operation under which \$50 million of state credit, plus a matching \$50 million from New York City, would be available for loan at low interest to groups interested in such housing. The latter provision is subject to vote by the people next November.

► After one of the season's hotter battles, rent control was lifted in 17 upstate counties but not in New York City.

The hassle ended about the way observers thought it would. The indicative thing about New York's housing picture is that only 38.1% of units in the state are owner-occupied (according to 1950 statistics) compared to a national figure of 55%. New York City proper shows a rate of 19.2% owner occupancy; the rest of the metropolitan area jumps to 60.2%. It is no surprise, therefore, that all New York City politicians back control.

## Congress kills a maneuver to hobble public housing, renewal

### HOUSING APPROPRIATIONS—and what Congress has done to them so far

AGENCY	Appropriation 1954-55	Administration Budget 1955-56	Recommended by House Approp. Committee	House changes in '55-56 budget
<b>HHFA</b>				
Off. of Administrator (incl. Urban Renewal Administration) .....	\$3,698,500	\$5,700,000	\$4,300,000	—\$1,400,000
College housing loans .....	375,000	575,000	425,000	—150,000
Public works planning .....	1,500,000	8,500,000	2,500,000	—6,000,000
Urban planning grants .....	1,000,000	4,000,000	2,000,000	—2,000,000
Renewal grants .....	39,000,000	60,000,000	60,000,000	no change
FNMA .....	3,238,000	3,950,000	3,950,000	no change
<b>HOME LOAN BANK BOARD</b> .....				
Examining division .....	3,625,000	4,290,000	4,900,000	+610,000
Fed. S&L Ins. Corp. ....	2,395,000	2,870,000	2,995,000	+125,000
	455,000	500,000	985,000	+485,000
<b>FHA</b>				
Headquarters .....	5,550,000	6,650,000	5,900,000	—750,000
Field offices .....	25,250,000	38,350,000	33,000,000	—5,350,000
<b>PHA—administration</b> .....				
Rent subsidies .....	7,350,000	8,800,000	8,000,000	—800,000
	63,950,000	87,000,000	80,000,000	—7,000,000
<b>VA loan guaranty</b> .....				
	15,081,000	14,150,000	15,150,000	+1,000,000

A hobbling amendment that would have slowed urban renewal and public housing to a crawl has been rejected by Congress.

The restriction would have required all renewal capital grants and loans and all public housing annual contributions contracts to be reviewed in advance and approved by the House and Senate banking committees.

The House appropriations committee slipped the plan into the annual HHFA appropriation bill. The committee argued that Congress had "lost control" over some \$3.3 billion of federal outlays by giving HHFA the right to make binding contracts before Congress appropriates the money. And the committee noted that HHFA Administrator Cole had testified he would "welcome Congress assuming the responsibility in this field."

That indeed was what the housing chief told the economy-minded Congressmen (who made drastic cuts in HHFA and FHA budgets). But when the bill was reported out, Cole hurriedly backed up. He said he had been misunderstood, pointed out that the com-

(continued on p. 45)



# SOLD

## 88 UNITS

**495 projected for 1955**

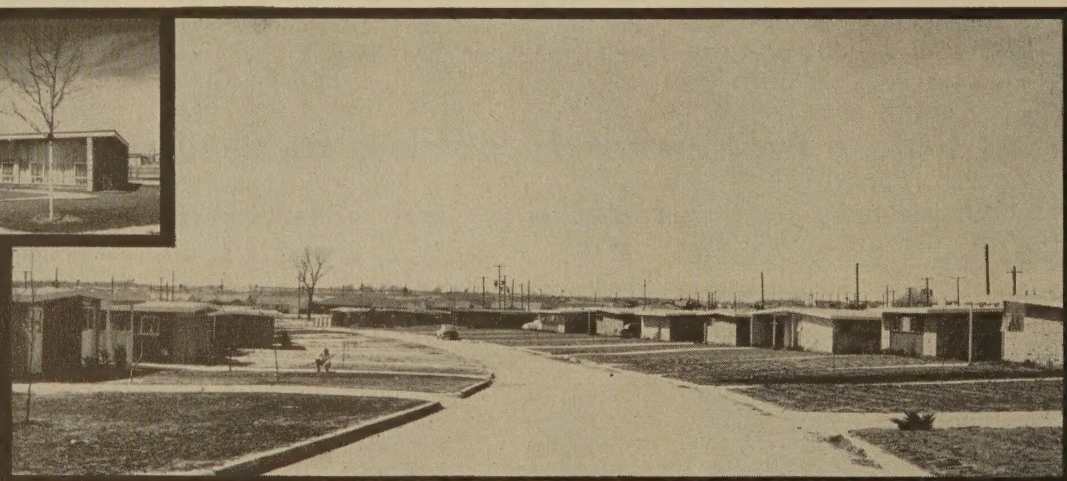
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*Appealing layout of Project and smart, modern design of homes make Lortondale a winner.*



*Builder Howard C. Grubb (above) follows plans by Architect Donald Honn, A.I.A., has Airtemp Year 'Round Air Conditioning installed by Temperature Control Co., Tulsa.*

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mittee-review plan would require "some 2,000 individual project clearances." He said this would "delay and complicate" programs and saddle the banking committees with "an impossible work load."

**Labor protests.** Labor and public housers raised an immediate outcry, too. And Chairman Brent Spence (D, Ky.) of the House banking committee objected. Rep. Albert Thomas (D, Tex.), chairman of the independent offices subcommittee which drafted the measure, argued that if the banking committees spent \$30,000 a year on three high-grade clerks to sift the programs, the government "would save hundreds of millions of dollars." Thomas lost on a technicality. Legislation in an appropriations bill requires a special rule barring points of order on the floor. The House rules committee, under pressure from pro-public housers and the administration, voted 6-4 to refuse such a rule.

With the way thus paved, the crippling amendment was promptly tossed out when the bill reached the House floor. Also eliminated: a committee twist that would have reduced HHF Administrator Cole's power to make FHA and other constituent agencies toe the line.

**FHA wants more funds.** For all the trimming it took, FHA came through its first budget round in better shape than last year (table, p. 43). The committee voted it some \$8 million more, against the \$14 million more it sought.

Would this be enough to keep the tighter check on FHA's far-flung operations that Congress itself had demanded? FHA's answer will be to press the Senate to restore the House budget cuts. The agency was forecasting 850,000 units of mortgage applications for the next fiscal year—60% of them new housing. They expressed confidence that any leveling off in the regular Sec. 203 operations would be offset by a rise in the Sec. 220 urban renewal program (a confidence that few who have watched the dismal 220 record so far share). Commissioner Norman Mason testi-

fied FHA expects 100,000 units of 220 applications in fiscal 1956.

Some other segments of the housing budget were sliced even harder. The House committee cut funds asked for the Office of HHF Administrator and the Urban Renewal Administration by 25%.

## Irked at red tape, public housing boss asks: make program work or end it

"Either put the low-rent housing program on a workable basis or wash it up."

Public Housing Commissioner Charles E. Slusser was about ready last month to give Congress this tart advice. The former mayor of Akron, Ohio said so in an interview with the Washington correspondent of his home town paper, the *Akron Beacon-Journal*.

With the June 30 deadline nearing for putting this fiscal year's authorized 35,000 public housing units under contract, Slusser complained that he was finding legislative red tape "expensive, aggravating and nonproductive."

By mid-April, he had been unable to place a single unit under contract, although HHF Administrator Albert M. Cole has certified 56,000 units as needed by 33 cities. Slusser's chief complaint: the 1954 Housing Act requires that each city must win HHFA approval of its workable program for the whole redevelopment-renewal job before PHA can sign a contract for any public housing. Basically, the proviso was written into the law with the aim of forcing cities to cope with the causes of slums if they want a federal handout to help treat the symptoms.

"There is no use going on this way," Slusser

VA's loan guaranty division, on the other hand, was earmarked for \$1 million more than it asked—on the theory that the housing boom will give it more work to do. The Home Loan Bank Board's examining division was also handed more than it sought—\$125,000 extra for annual investigations of all its members.

said. "We have documented every move and we'll be glad to show our records to the Congressional committees if they want to see them."

Slusser said he agreed that there should be some link between slum clearance and public housing. But he urged some allowance be made for the 18 states that do not have urban redevelopment laws. Now, they might find themselves cut off from further public housing. Slusser also argued that provision should be made for cities that want only a simplified program of replacing blighted areas with pure public housing!

Given the best possible breaks, PHA officials think they may be able to get 16,000 units under contract by June 30. At least one PHA field director has told *HOUSE & HOME* he thinks they will be lucky to sign up 10,000.

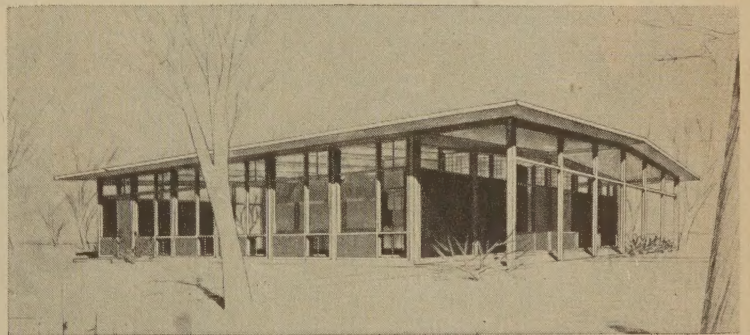
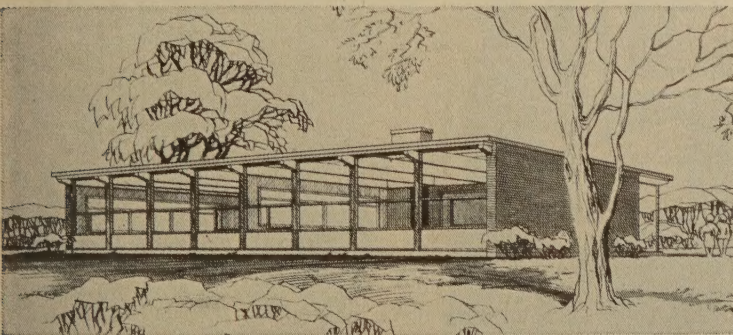
The red tape that irks Slusser was bound around public housing deliberately by Congressional leaders who oppose the program. It has worked about as they expected. They may well be able to make it stick when public housing comes up for a vote this year. One big reason is that the end of the possibility of maintaining segregation has cost public housing much of the strong southern support it once had. Its political appeal seems concentrated today in big cities, notably New York and Chicago.

**Fresh strategy.** Public housers, however, have developed a strategy aimed at saving the

(continued on p. 47)



SLUSSER



## Prefab schools by Architects Goodman and Scholer may cut building costs in half

Two prefab schools—one by Architect Walter Scholer, the other by Architect Charles Goodman—offer a promising new solution to the desperate need for lower-cost classrooms in fast-expanding communities.

President James Price of National Homes, who commissioned the Scholer school (above, left), estimated it could be built for \$15,000 a classroom—about half present school building costs in Lafayette, Ind., where National is headquartered. He will assemble a 12-classroom building in his own 420-house subdivision in Lafayette next month.

Scholer's design offers a paired classroom unit of 2,560 sq. ft. (including entrance porch and corridor) laid out on an 8' bay system for panelizing. A utility core contains two washrooms, forced-air heaters, storage and classroom sinks. Hence no central utilities are needed. Classrooms seat-

ing 30 pupils have 768 sq. ft. of floor space plus 128 sq. ft. of project area. Price plans to produce wall and roof panels, market them through National's 550 dealers.

Architect Goodman's unit (above, right) of 2,741 sq. ft., including open corridor, has classrooms oriented the opposite way from the National Homes plan, introduces daylight from a window wall on the long side. Class space is the same (768 sq. ft.) but the project area is twice as large and unimpeded by bearing posts.

Goodman also has done a flat-roofed version of the basic unit. He and Builder Robert Davenport will use one of the models to serve the first 50 of 800 houses in their Belmont-Woodbridge project near Alexandria, Va. Anticipated cost: \$13,000 to \$15,000 per classroom.



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14,000-odd units that would otherwise go down the drain July 1. After the administration's omnibus housing bill gets to Congress, pro-public housers will try to tack the leftover units onto the 35,000 President Eisenhower will request for fiscal 1955-6. This has the advantage, public housers figure, of being less obvious than a straight time-extension for the unsigned units. Moreover, it would avoid putting Cole or Slusser in the embarrassing position of asking Congress for more public housing than the President has recommended.

To get ready for a whirlwind spurt of contract signing just before the deadline, PHA has made "allocations" for 25 public housing units in 33 US and Puerto Rico cities. The allocations will not mean anything unless the cities involved win HHFA approval of workable programs for urban renewal before June 30.

## Senate, House committees set to push FHA probe

It looked as though there would be two Congressional banking committees putting a spotlight on the housing industry this spring.

Sen. John Sparkman (D, Ala.) was ready for action as chairman of the Senate banking committee's subcommittee on housing. With \$100,000 in allotted funds, he hoped to effect "a rather complete and thorough job" on housing.

Rep. Albert Rains (D, Ala.), a member of the House banking and currency committee, had introduced a resolution which would authorize the committee "to conduct full and complete studies and investigations relating to housing matters."

**Waterfront.** Sparkman had said repeatedly that his project would be a study and not a "witch hunt." But there was no doubt that he would make it extensive. "Sen. Capehart turned up the cases that stuck out like sore thumbs," he stated. "We don't have a crop like that to be harvested. But we want to dig deep into the whole program to see what's happening." On the agenda:

▶ A review of the 1955 housing boom, to try to discover whether it is a danger to the economy, either by causing inflation or overbuilding.

▶ A check on the urban renewal program, amid increasing complaints that the new scheme set up by the Housing Act of 1954 is not working too well.

▶ A study of what low-income families are up against in seeking housing, and the role of public housing in federal housing aids.

▶ An examination of the Hoover Commission's recommendations that FHA be less dependent on federal credit.

**More of the same?** Congressman Rains had not firmed up what his line would be if his resolution was adopted. But he had given an inkling. He hoped that a special subcommittee of the House banking committee (Rains would probably be its chairman, as sponsor of the motion) would look into urban renewal, the rate of default on government-backed mortgages, adequacy of FHA insurance reserve funds, the Voluntary Home Mortgage Credit extension program, disposition of the \$600 million worth of war housing the government still owns and the current pace of building.

Rains headed a House banking subcommittee several years ago that investigated shoddy construction practices in FHA and VA construction and gave rise to demands for a builder's warranty. Observers felt his

## Banks step up repair loans without FHA; national private insurance pool planned

More and more banks are finding it good business to make home repair loans without benefit of FHA Title I.

When Congress trimmed loss payments from 100 to 90% last year in the wake of the FHA scandals, the American Bankers Assn. began arguing that FHA insurance on home repair loans was unnecessary and, in effect, overpriced.

How far has such thinking caught on?

A check in California last month by HOUSE & HOME showed that while most lenders still deal in the government-insured program, private activity was accounting for a bigger and bigger chunk of their total home fixup lending. At the Bank of America, the nation's biggest, a private plan was outstripping FHA Title I by nearly four to one.

In Philadelphia, the former head of FHA Title I, who left during last year's shakeup, was starting a nationwide plan for a private insurance pool on home modernization paper.

**California market.** The Bank of America was an early bird in the field with its so-called Timeplan system. In February, the bank issued \$3.3 million of its own home repair loans, only \$880,000 in Title I loans. The bank's interest rate is 5% discounted in advance on loans of \$550 and over, rises slightly on smaller amounts. The volume is increasing each month, urged on by smart radio and television commercials. One jingle: "It's as easy as snapping your fingers to get a Timeplan loan. . . ."

The program is so new that Bank of America has not made its loss figures available yet, but officials say that its experience with the FHA program could be taken as a conservative guide. Under Title I, the delinquency rate has been 1.5% of all loans. In terms of cash, the loss rate has been .0012% or 12¢ on every \$100. The bank thinks losses will be even smaller under its Timeplan program.

**S&L activity.** California Savings & Loan Assn. was first with its own repair loan program. It started in the autumn of 1953 and turns out a volume of about \$3 million a year on about 7,500 loans. Glendale Federal Savings & Loan Assn., with a six-month-old program, expects to make a total \$2 million in repair loans this year; First Federal Savings & Loan Assn., in Altadena, expects to chalk up about \$1 million.

An intensive advertising program is planned by Citizens National Trust & Savings Bank in Los Angeles, which started its repair loan program six months ago and does an average monthly business of \$80,000. The bank grants about twice as many Title I loans as conventionals, says the future of its own program depends upon what happens to Title I. The Anglo-California National Bank of San Francisco does not use Title I at all. It is about one-tenth the size of the Bank of America, probably does a little more repair loan business in proportion to its size than the big bank. Allied Building Credits, Inc., which

check-up was conducted fairly. Rains says his proposed study would be "constructive." If the House gives the resolution the go-ahead signal, next step would be approval from the rules committee.

formerly made 80% of its home repair loans under Title I, has shifted the proportion to about 50-50.

**Insurance arrangement.** Arthur W. Frentz, former Title I chief for FHA who now heads Insured Credit Services Inc. in Philadelphia, was organizing a plan whereby private insurance companies would insure home repair loans. Frentz planned an organization of eight or ten insurance companies (with Insured Credit Services, Inc. as pool manager) under which credit insurance policies would be issued by individual members. The liability of such policies would be automatically reinsured in agreed proportions by all the



FRENTZ

other members of the pool.

Six companies had joined the pool (names not available yet because each must be approved by all the others) and Frentz hoped to have some others this month. Premium rates will vary, dependent upon the pool manager's examination of the lender's past performance, between .75% and 2%. (The old FHA rate was .75% with 100% payment of claims; the new one is .65% with 90% payment of claims.) Interest rates on the loans will not be controlled by Insured Credit Services, Inc. The lender may charge any rate he establishes in his community. Most rates are between 5% and 6%, compared with a maximum under Title I of 5%. Frentz hopes to have 1,000 lenders in 48 states participating in the program before the end of the year.

**Shared endeavor?** Frentz is the last person to think that FHA's Title I program should be discontinued. He has frequently stated that without Title I many savings banks and savings and loan associations would be unable, under varying state laws, to make unsecured loans. Nor does he believe that open-end mortgage financing of home repair loans can do the job as cheaply as Title I.

Use of open-end mortgage financing for alteration and improvements, as provided for in the Housing Act of 1954, has indeed been small. Through February (seven months after enactment of the law) FHA had received only 19 applications for this type of financing, had issued three commitments to insure but had not actually insured any. No VA loans had been closed under open-end provisions.

(NEWS continued on p. 49)



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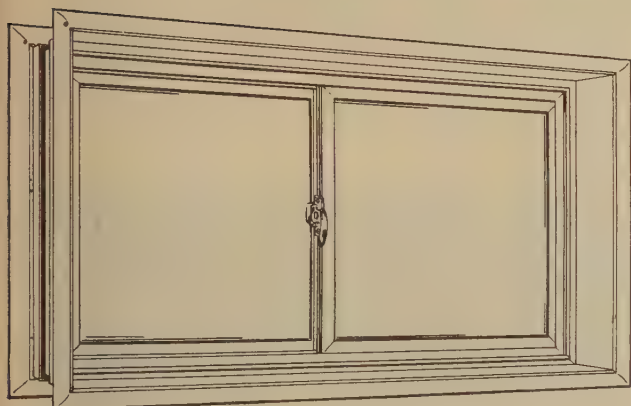
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## HOUSING STATISTICS

### Transport trouble in lumber, steel as construction booms

The booming construction industry was putting heavy pressure on materials manufacturers. So far the producers met the demand with few price rises. And shortages were few. But it was certain that in coming months the boom would create strain in some quarters. Items:

► The lumber industry was feeling the first pinch of what promised to become a severe freight car shortage this summer. Ship transport was also crowded and inland mills trucking to shipside were running into dock closures because of the pileup. A serious lack of logs in most Douglas fir producing areas added to the distress, pushed up the price of construction grades by \$1. Plywood continued firm, with orders last month at 98 million sq. ft. and production at 97.3 million.

► Copper went up another 3¢ a pound. At 36¢ a pound (6¢ over what it was earlier this year) there was talk that the metal was in short supply. (More than half of the homes built today use copper in their water systems.) But chances were the shortage had been exaggerated and that scare buying had forced the price up. The extensive strikes that chopped production last year had been settled and production was on the increase. As one expert phrased it: "Everything points to a larger supply for a larger demand."

► Steel broke its upward production progress with a slight drop late in March, but was still astonishingly strong. Weekly output was some 300,000 tons higher than what it was a few months ago. Truck shortages were cropping up in some areas, showing again that transportation could be a problem.

The price of materials had been inching up for many months. But BLS figures showed that the rise during the past year had been only 2.9%. The problem of actual shortages seemed to be centered on gypsum board and rock lath. A new spot check of areas showed that Boston had a "definite shortage" of gypsum products; US Gypsum and National Gypsum had been allocating supplies there since February. In Birmingham, Ala. builders reported it took them 60 days to get delivery of such products. In Kansas City things were tight, but so far supply had been sufficient to keep building going.

Los Angeles and Baltimore expected cement shortages by summer. Big highway programs might also cut down the cement available for building in New York, Illinois and Indiana.

## MORTGAGE MARKET QUOTATIONS

(Originations quoted at net cost, secondary market sales quoted with servicing by seller)  
As reported to HOUSE & HOME the week ending April 8th

City	FHA 4 1/2's		5% equity or more VA 4 1/2's		No down payment VA 4 1/2's	
	Origina-	Second-	Origina-	Second-	Origina-	Second-
	tions	ary	tions	ary	tions	ary
Boston local	par-101	a	par-101	a	par-101	a
Out-of-state	a	99-par	a	98-99	a	95-98
Chicago	96-97	98-99	96-98	98-99	a	a
Denver	98-99	98-99	98-99	98-99	98-99**	98-99**
Detroit	97 1/2-99	98-99	96-98	97-98	95 1/2-96 1/2	96 1/2-97
Houston	99-par	99-par	99-par	99-par	97-98	97-98
Jacksonville†	99-par	99-par	99-par	97-98	97-98††	97-97 1/2††
New York	99-99 1/2	99-99 1/2	99-99 1/2	99-99 1/2	99-par	99
Philadelphia	par	par	par	par	99-par	99-par
San Francisco	par	par	par	par	95-97 1/2	95-97 1/2
Washington D.C.	par	99-par	99-par	98-par	98-99	97-99*

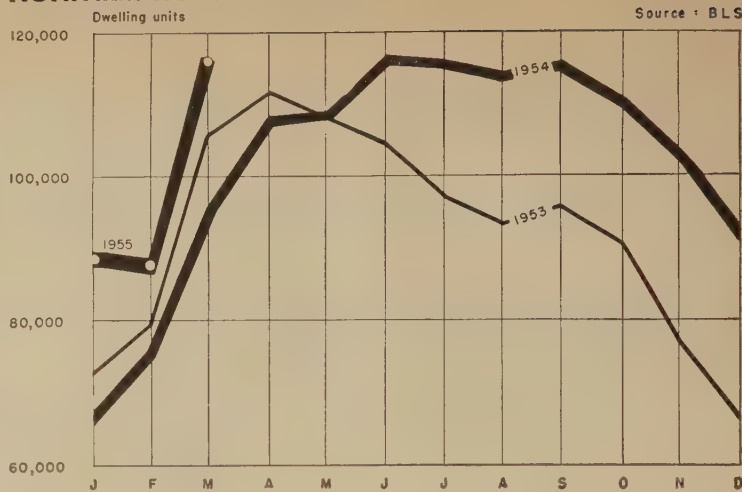
\* No market.  
\* Typical range; bottom prices slightly lower.  
\*\* No great demand

† Probable prices throughout Florida.  
†† Without closing costs in cash.

SOURCES: Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Maurice A. Pollak, vice pres. & secy., Draper & Kramer Inc.; Denver, C. A. Bacon, vice pres., Mortgage Investments Co.; Detroit, Robert H. Pease, pres., Detroit Mortgage & Realty Co.; Houston, Donald S. McGregor,

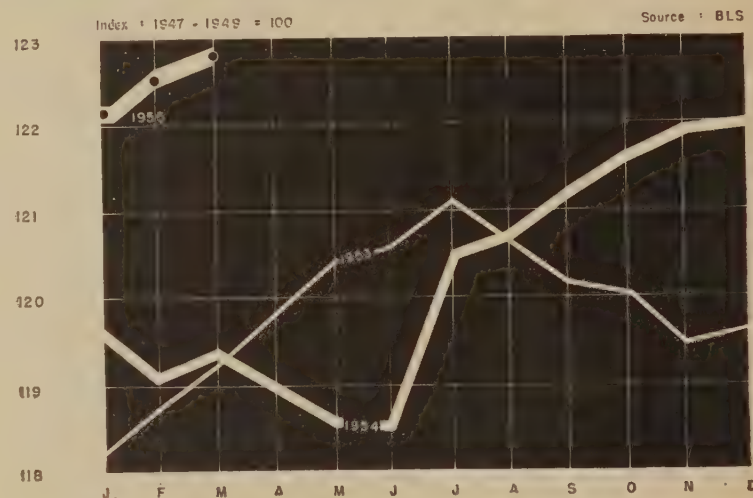
exec. vice pres., T. J. Bettes Co.; Jacksonville, John D. Yates, vice pres., Stockton, Whatley, Davin & Co.; New York, John Halperin, pres., J. Halperin & Co.; Philadelphia, Robert S. Irving, exec. vice pres., W. A. Clarke Mortgage Co.; San Francisco, William A. Marcus, senior vice pres., American Trust Co.; Washington, George W. De Franceaux, pres., Frederick W. Berens, Inc.

## NONFARM HOUSING STARTS



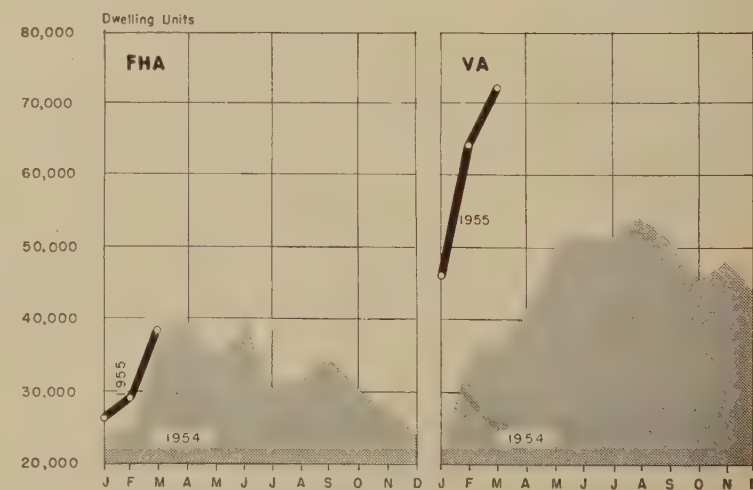
Nonfarm housebuilding boomed to 117,000 starts in March. Private starts reached 116,100, highest March on record for private housing. The adjusted annual rate of private homebuilding based on March climbed to a whopping 1,407,000, reversing a three-month decline and providing fresh fuel for critics who say the nation is building too much housing.

## BUILDING MATERIALS PRICES



BLS wholesale index of building materials prices rose only 0.3 points in March to 122.8. Three quarters of the small increase came in plumbers' brass goods, reacting to recent copper price hikes that one pundit called "inflation at the grass roots."

## FHA AND VA APPLICATIONS



VA appraisal requests climbed from 64,192 in February to 71,939 in March. FHA new applications rose from 28,586 dwelling units in February to 36,679 in March, but FHA statisticians said the gain actually represented a decline in the seasonally adjusted annual rate of applications.

(NEWS continued on p. 52B)



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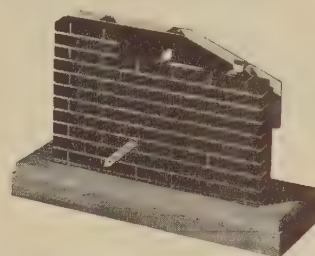
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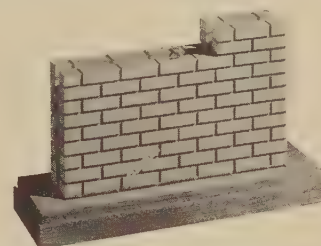


\*Reg. TM, SCPRE, Pat. Pending

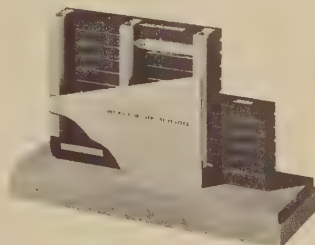
*See these scale-model sales aids  
at your dealer's.*



**BRICK VENEER WALL**—Provides brick's extra protection and beauty at economical cost.



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**SINGLE UNIT WALL**—Among the new, time and labor-saving thru-the-wall units are "SCR brick®," "SCR brick—type SM\*" and various hollow units.

The beauty and variety of brick and tile make home sales easier



## PEOPLE: Western lumbermen pick youngest president;

### Chicago election may imperil job of Slum-Fighter Smykal

**N. B. (Nat) Giustina**, president of the Giustina Brothers Lumber Co. in Dexter, Ore. became the youngest president of the West Coast Lumbermen's Assn. in its history. *Photo-Art*  
Giustina is 36, holds a degree in mechanical engineering from Oregon State College and doubles in brass as director of a half dozen industry trade groups and as an active worker in civic activities in his area. Delegates to the WCLA convention in Portland heard **Leo Bodine**, executive vice president of the National Lumber Manufacturers Assn., tell them that "spending by the woods industry in sales promotion is peanuts compared even with some single companies in competing industries." Outgoing President **G. E. (Fred) Karlen** agreed: "We're spending pitifully little on sales promotion in this competitive age."



GIUSTINA

**George Howe**, 68, FAIA, one of the half-dozen most influential US architects of the century, died April 16 in Philadelphia. His importance lay in the fact that he began his practice (in 1913) as a brilliant, Beaux Arts-educated traditionalist and that he ended it as a leading American modernist. Throughout his career he remained one of American architecture's most urbane, scholarly, witty and charming critics and contributors. His buildings, from the lovely traditional houses outside Philadelphia to the Philadelphia Saving Fund Society skyscraper and the new *Bulletin* building now nearing completion, reflect the best in US architectural development of the past 40 years. His work as an administrator and educator—he was a former supervising architect for the US government, a former chairman of the department of architecture at Yale, and a former architect-in-residence at the American Academy in Rome—helped to change the direction of American architecture. He died after a brief illness which had kept him from flying to Turkey last month to help start a new school of architecture at Ankara.



HOWE

**OTHER DEATHS:** **Edward K. Davis**, 75, first president of Aluminium, Ltd., of Montreal, March 9 in Marstons Mills, Mass.; **Christian G. Norman**, 87, chairman emeritus of the Building Trades Employers' Assn. of New York City, March 16 in New York; **Daniel W. Tracy**, 68, president emeritus of the electrical workers union and member of the AFL executive council, March 22 in Washington, D. C.; **Elmore I. MacPhie**, 66, president of Atlas Plywood Corp., March 22 in Newton, Mass.; **Raymond A. Wetzler**, 66, chairman of the board of the Whitehall Cement Manufacturing Co., March 26 in New York; **Alexander J. Cleland**, 69, first vice president of the AFL Bricklayers' International Union, April 2 in Chevy Chase, Md.; **Robert W. Heard**, 39, managing di-

rector of the Home Builders Assn. of Greater Boston and member of its staff for eight years, April 7 in Boston.

A month after the *Yale Daily News* reported dissatisfaction in the university's architecture school with grading methods and curriculum, Chairman **Paul Schweikher** announced four changes. But he insisted the changes, which seemed to meet at least four of the protests voiced by the students, were "routine" and had not stemmed from the minor revolt.

The changes: return to the open jury system, giving a student a chance to defend his project before a jury; establishment of a grading committee to take the place of grading by a single instructor, as formerly; midterm grades to be issued in addition to semester grades; more instructors and visiting critics—two men will be assigned to assist in first year work and one each for second and third years.

"I expect to be making changes for as long as I am department chairman," said Schweikher. "I have just begun to make them. Some of them seem to please the students, but that is only incidental. I want changes that are both instructive and constructive." A report from the college accrediting board on the architecture school, which has 127 students, is due in a few weeks.

The responsibility for redeveloping and rehabilitating Chicago's worn-out areas passed last month from **Martin H. Kennelly** to the city's new mayor, **Richard J. Daley**, a genial and chubby politician who rolled into office at the wheel of a smooth-running Democratic machine.

Both Daley and his Republican-Fusionist opponent, **Robert E. Merriam**, had endorsed the anti-slum program begun by Kennelly, but some changes were almost certain to follow Daley's triumph.

Among the most gleeful Daley supporters were the heads of Chicago's AFL building trades, who had broken openly with Mayor Kennelly over his reorganization of the city building department, which had been fumbling the vital job of slum inspections. Under Kennelly's acting commissioner, Homebuilder **Richard Smykal**, the city's building inspectors were given broadened functions that occasionally disrupted the strict craft lines Chicago's inspectional services had always



DALEY



SMYKAL

religiously observed in the past. This, added to Smykal's determination to concentrate on the ugly, unpleasant task of inspecting and prosecuting slum violators, had produced a state of siege between Smykal and the labor bosses.

With the election of Daley, who had militant labor support, Smykal was wearing an uneasy scalp.

Increasing the likelihood of Smykal being one of the first casualties in Kennelly's old cabinet is the fact that he is the first nonarchitect to fill the city building commissioner's office. While the AIA

cooperated with Smykal and did not actively oppose his continuing as an acting building commissioner, the smaller, rival Illinois Society of Architects did. (The Illinois Society is active primarily in lobbying.)

This does not mean that Smykal is necessarily on his way out as one of the main figures in the Chicago redevelopment and rehabilitation picture. He has a long friendship with Daley, who was director of finance in Gov. Stevenson's cabinet while Smykal was reorganizing Stevenson's department of architecture and buildings. Following his election, Daley praised the job Smykal was doing in the building department and indicated that he hoped the reorganization program would continue—although not necessarily under Smykal.

A likely spot for the capable Smykal is the job of community conservation board chairman. This would put him in charge of developing and administering the new program of comprehensive neighborhood redevelopment. The job is now being held temporarily by **James C. Downs Jr.**, who took it over for "housekeeping" after the resignation of the board's first chairman, C. A. McElvain.



DOWNS

Downs has indicated that he wants to give up the conservation job and also his advisory position as the city's housing and redevelopment coordinator. But he said he has agreed to remain until such time as Daley no longer needs him. Knowledgeable Chicagoans dismiss this as postelection double talk. They argue that Downs is ambitious to become the Robert Moses of the Chicago redevelopment and that under Kennelly he had almost reached that position.

Certainly, Downs was the most important man behind Mayor Kennelly during the last 18 months of his term. It is possible that Downs will continue in some such important advisory relationship with Mayor Daley. Unlike Kennelly, who refused to support Daley after Daley defeated him in the primary, Downs came out publicly for the machine candidate. Downs has experience, savvy, and community standing that would be valuable to Daley. Several things can be predicted:

1. Daley will continue the urban redevelopment program and the stepped-up building enforcement program. But he probably will move much more slowly, if at all, at loosening up labor's rigid grip over city hall.
2. Downs will continue to be an important figure in the program.
3. The effectiveness of the building department reorganization will depend upon Daley's choice as Smykal's successor. Whoever this is, it is a safe bet it will be someone approved by organized labor. Yet Smykal has found that organized labor itself is one of the most critical problems of the department.
4. The city's attitude toward public housing will be unchanged.
5. Negro politicians will expect some sort of payoff for supporting Daley, but Daley will not be in a position to handle the problem of Negro housing any differently than Kennelly did.

**Curt Mack**, who became president of the **S. L. Hammerman Organization, Inc.** in Baltimore a year ago after 10 years as chief underwriter for

(continued on p. 58)





# Why

the ladies are listening to this news  
about Curtis woman-designed kitchens

On the opposite page, you see how the news about Curtis woman-designed kitchens is being brought to millions of homemakers in such pace-setting publications as *House Beautiful*, *House & Garden*, *Living for Young Homemakers*, *Better Homes & Gardens*, *American Home* and other leading magazines.

And it's good news, too, for anyone concerned with the planning, building or selling of homes in today's quality-minded market.

For these wood kitchen cabinets have a tremendous advantage that adds sales appeal to any home. They were designed and styled *especially* for women. They have the warmth and charm of natural birch—the crisp, smart styling that women appreciate. They're proportioned to put everything within a *woman's* reach. And behind the cabinet doors, women find a host of wonders—revolving and swing shelves—slide-out bins—pass-through units and many others.

Curtis woman-designed kitchen cabinets come in sizes to fit any kitchen space. Built like fine furniture, they keep their good looks through a lifetime of service. Your Curtis Woodwork dealer will give you complete information—for Curtis kitchens are sold by lumber and building material dealers everywhere. See him soon—or write for our free colorful kitchen idea book. Curtis Companies Service Bureau, Clinton, Iowa.

CURTIS WOODWORK  
Heart of the Home



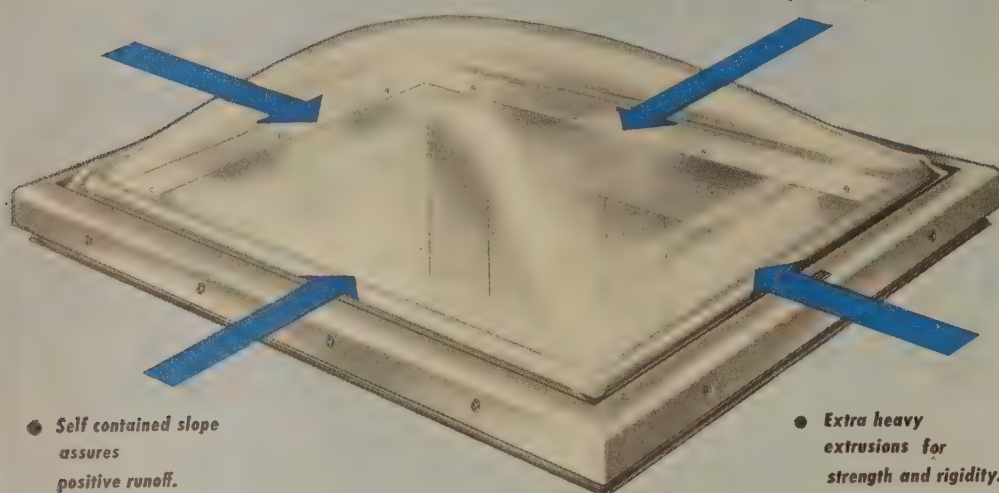


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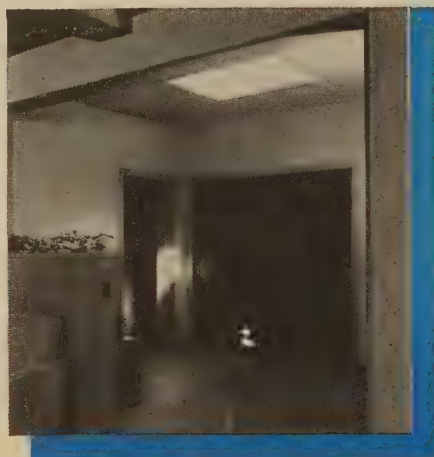
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Solardome Standard "Specs"

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Solardome sales representation is not complete in all areas.

FHA, changed jobs. New position: a senior vice president with **Frederick W. Berens, Inc.**, mortgage banking firm in Washington, D.C. Mack will take charge of the firm's New York office.

**Lloyd Helmer** of Polson, Mont. was elected president of the Western Pine Assn., a trade organization of some 350 mills in the 12-state Western Pine region. New vice presidents: **George Barkhurst** of Laramie, Wyo. and **A. B. Hood** of Anderson, Calif.

HHFA beefed up its ranks with three new appointees. **Lester P. Condon**, former chief investigator for the House committee on government operations, was picked as head of the agency's new compliance division. Earlier, Condon was HHFA Administrator Cole's special assistant for the FHA investigation.

As its new regional administrator in Philadelphia, HHFA named **David M. Walker**, onetime (1943-47) housing manager for the Philadelphia Housing Authority and former (1941-43) field aide for the Pennsylvania Dept. of Public Assistance. For the last four years, Walker has been Pennsylvania state secretary of labor.

To head the New York regional office, Administrator Cole chose **Clarence R. Knickman**, past president of the Jamaica, L.I. Real Estate Board. Chief purpose of the new regional offices (there are six), Cole has said, is to speed processing of complex programs like redevelopment and urban renewal.

**Lumber Fabricators, Inc.**, prefab manufacturers in Ft. Payne, Ala., was sold to **Payson & Trask**, New York investment firm. **James R. Webb** retired from the presidency of the LFI and was succeeded by **Albert P. Hildebrandt**. **Garland Hiatt** continues as general manager.

**President Eisenhower** named three architects to the Commission of Fine Arts, which advises on the architectural development of the nation's capital: former AIA president **Douglas W. Orr** of New Haven, **Wallace K. Harrison** of New York, **William G. Perry** of Boston.

**George C. Koss**, president of the Koss Construction Co. in Des Moines—one of the largest concrete-paving concerns in the country—was elected president of the Associated General Contractors of America at the 36th annual convention. New vice president: Miami Builder **Frank J. Rooney**.

No house like a round house if you keep it on dry land; make it amphibious and the thing is liable to cost more than anybody planned.

Architect **Stuart Williams** took a friend on a tour of the Palm Springs area recently, visited the \$100,000 home he did for Seattle Millionaire **Bill Edris** and chatted with Architects **John Clark** and **Albert Frey**. The sight of Frey's round aluminum house reminded Williams that he had no house and caused him to wonder whether he ever would build one. "As you know," Williams told the friend, "an architect is in a spot. He knows what he'd like to build for himself but doesn't often have the money and he hates to settle for half-best. I worked and worked on plans for a house that I wanted. Finally decided that a round house was the cheapest I could build. So I did all the sketches carefully, even had a model made. My idea was to pivot it in a large pool. Everything seemed fine and my wife and I were looking forward to our house until I found out that a pool big enough to balance my house in would cost \$25,000."

(NEWS continued on p. 63)





**PHMI OFFICERS** and board of directors: (l to r) President Peter S. Knox Jr., Knox Corp.; Vice President George Price, National Homes; Board Members Charles F. Travers, Richmond Homes; Hart Anderson, Page & Hill Homes; Frank Baldus, Admiral Homes; H. H. Thompson, Engineered Buildings (Canada) Ltd.; Horace Durston, American Houses, standing in for John C. Taylor who did not attend; William B. F. Hall, General Industries. Not present: Charles Frye, Metropolitan Homes; Ed Hwass, P&H Homes; Walter H. Ahrens.

## Prefabbers push east

**At least five firms are planning to build new plants along Atlantic seaboard. Some sites are picked, but all remain secret—for the time being**

Prefabricators have decided their biggest untapped market potential lies on the eastern seaboard.

At least five companies have plans underway to build new plants there, **HOUSE & HOME** learned last month.

Some sites are almost definite. Most are still under consideration. Several firms expect to locate in eastern Pennsylvania, strategically athwart the nation's biggest urban complex which stretches from Boston to Norfolk, Va.

So far, details of expansion plans remain closely-guarded trade secrets of each firm. Most prefabrication plants now cluster in Ohio, Indiana and Illinois. Only 20 of more than 100 full-fledged prefab plants lie as far east as western Pennsylvania.

**Receptive market.** The new trend promises to become one of the most significant shifts since the inception of prefab manufacturing. It turned up in interviews with members of the Prefabricated Home Manufacturers' Institute as they sailed to and from Bermuda last month for their five-day 12th annual meeting.

Why the sudden expansion eastward? One potent reason appeared to be that public acceptance of prefabrication is swelling rapidly in once conservative areas. One prefabber reported he had more builder inquiries from a national advertisement from New Jersey than any other state.

Prefab acceptance is growing on the Pacific Coast too. Said outgoing PHMI president John J. O'Brien: "There are at least ten active prefabbers there, indicating to me that this area is now capitulating . . ." Another symptom of prefab prospects was cited by Modern Homes' George

Lytle: "Interest by big Eastern capital indicates prefabrication is well on its way."

Amid such concrete signs of prosperity, the familiar forecasts for industry growth sounded more convincing than ever. Gen. O'Brien\* predicted prefabbers will be getting 40% of the US housing market in five years. They now have 8% of it.

Some conventioning prefabbers complained building materials makers are unaware of prefab's growing potential as an outlet. Cried one irate prefabber:

"Recently we lost our preferential discount on sheathing which, in effect, put us back to the level of the builder."

**Shake, rattle & roll.** Between frequently postponed sessions (at one time, a good third of the participants or their wives were below decks and well under the stormy weather), the prefabbers managed to:

► Elect as their new president Peter S. Knox

\* O'Brien, former president of US Steel Homes, announced last month that he has joined the Leo G. McLaughlin Co. of Pasadena, Calif. The firm plans commercial, industrial and residential developments around Los Angeles.

Jr., president of Knox Corp., Thomson, Ga. (see below).

► Elect three new directors to their nine-man board: Ed Hwass, general manager of Harnischfeger's P&H Homes division, Port Washington, Wis.; Charles Frye of Metropolitan Homes, Springfield, O.; Charles Travers, president of Richmond Homes, Inc., Richmond, Ind.

► Hear a panel of mortgage experts predict that there would be no slump in the mortgage market this year but that prices on money would, if anything, go a little higher. Panelist Norman Strunk, executive vice president of the US Savings & Loan League, also asked PHMI support for up-coming White House-sponsored legislation to permit federal savings and loans to use 10% of their assets in lending up to 50% of the cost of developing land.

**Measure of maturity.** Talk of acceptance corporations and why or how to run them was a chief concern for many prefabbers. General Industries' William B. F. Hall, who has one, told half a dozen who were contemplating setting up their own corporations: "They allow you to put the heat on or get speed once you have commitments but let no one think he won't have to get out and hustle mortgage money once he has an acceptance corporation." Among prefabbers who have such organizations already are Admiral, US Steel Homes, National, P&H, Inland.

## PHMI's new chief hits design of components

PHMI's new president, Peter S. Knox Jr., 44-year-old Georgia-born president of Knox Corp., Thomson, Ga., is an affable Southerner with a droll sense of humor and gift for off-the-cuff speeches.

"Peculiar things strike me sometimes," Knox remarked last month, "and when struck, I usually speak." Some of the things that strike him about prefabrication:

"Unfortunately, the ordinary builder and many prefabricators only build a hull to hold the mechanical things manufacturers

*H&H staff*



**KNOX**

produce to go into a house. Too few manufacturers produce for a particular house; they manufacture for any house. And that kind of almost universal applicability can lead them into unnecessary complications.

"Take the bathtub. No manufacturer yet produces one that will fit a prefabricated unit. Auto manufacturers design air cleaners for their particular automobiles and get someone to take on the manufacturing. There is too much waste in the mechanical manufactures for a house. I've counted 26 finished surfaces in the wet wall between kitchen and bath; functionally there should be only two.

"Prefabricators are beginning to produce a finished product. We must break this down to its essential component elements. We can present a united front to producers

*continued on p. 66*



*With this division of space...*

## YOU OFFER A TOUCH OF GLAMOR



Photo courtesy of LIVING for Young Homemakers.

This partition of Blue Ridge *Patterned Glass* divides the space, but shares the light. And it adds sparkling beauty to rooms on both sides. Expensive? No, it just looks it.

This is the gem-like Doublex pattern—one of the many Blue Ridge patterns. You can choose from linear, checkered or over-all designs. You can use plain, textured or *Satinol*\* finish. The wide range of lovely patterns lets you use a uniform panel size, with similar framing, in many houses, yet gives each a distinctive treatment. Light-giving decorative panels of Blue Ridge Glass are wonderful for remodeling, too.

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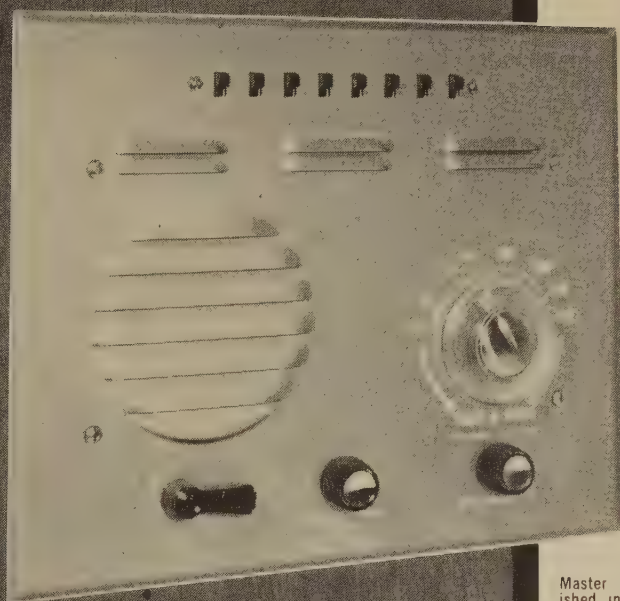
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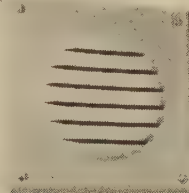
*"puts a voice" in your homes ...*

*Talk and listen to any room in the house... delightful music, all day long... automatic "baby-sitter"... answers the door without leaving the kitchen... that's what they're saying about TALK-A-RADIO.*

This low-cost installation adds a tremendous "plus" value to homes of all price ranges! Convenience and safety are the keynotes... give your homes this high quality radio-intercom, and watch sales skyrocket!

**COMPLETE EQUIPMENT FOR SIX ROOMS OF MUSIC AND INTER-COMMUNICATION...**

Master unit finished in gold or copper metallic, and flush mounted.



Five room speakers included... finished in crinkle grey color—may be easily repainted to match room decor.

### CONVENIENCE



TALK-A-RADIO "listens" for baby in the nursery... becomes an "automatic baby-sitter"

### SAFETY



TALK-A-RADIO is the modern "safe" way to answer the door... from the kitchen or den, or from wherever the master control unit is installed.

### ENJOYMENT



TALK-A-RADIO plays music or radio broadcasts to any or all speaker installations... the patio, bedroom, bath, living room, etc.

**dramatically different!** This exciting new feature in home selling adds many times its cost to the value of even the lowest priced homes.

**saves steps!** This unique intercom system that "answers the door" and "listens to baby" actually saves many, many steps for the housewife.

**easily installed!** Just place master unit between studs in any 4" wall. Room speakers are placed in walls, near ceiling... all flush mounted.

Franchises still available in some areas. Write for details...

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Approved by Underwriters Laboratory. Meets specifications of all municipal building codes.

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CUSTOM MUSIC-INTERCOM

gives homes the extra value that leads to sales

for only

**99<sup>50</sup>**

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**INCLUDES MASTER CONTROL UNIT AND FIVE ROOM SPEAKERS, AND NECESSARY INSTALLATION MATERIALS**



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America's Finest Garbage Disposer

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who will produce for us—if National Homes, US Steel Homes and about 20 more of us who constitute the bulk of the industry can get together."

Knox's plan as PHMI president: "To work toward more effective cooperation between component manufacturers and prefabbers. He has no illusion about how long that will take, points out that it was 20 years before he and a brother in the lumber-milling business understood each other's problems thoroughly.

The four Knox brothers have understood the problems of lumber, housing and metal-working well enough to amass a sizable fortune. The Knox family has been in the wholesale lumber business 57 years. During the war, they built trailer bodies, farm equipment, bearings, shell cases and hubcaps; today they operate lumber mills as well as the Knox Homes prefabricated house plant. And PHMI's new chief is also president of Knox-Warrenton Corp., manufacturers of metal kitchen cabinets, and vice president of the Bank of Thomson.

Pete Knox got into the building business in 1932 after graduating from Davidson College. He and his brothers gradually moved from general contracting to precutting (about 4,000 houses in south and east Georgia), by 1946 were in the prefabricated house business "with a host of others." Knox figures there are almost 10,000 Knox Homes in the South today. Principal difference between his company and others: he and his family-owned companies control lumber manufacturing enough to provide a house from "tree to key."

#### Remodeling contractors warned on overpricing

FHA has warned the nation's remodeling contractors they had better stop "flagrant overpricing" of some jobs.

The warning came from Leland C. McCallum, chief of FHA's Title I field supervision section. He spoke to the 13th annual convention of NERSICA, Inc. (Natl. Established Roofing, Siding & Insulating Contractors Assn.) in Chicago. But a lot of his message struck industry men as aimed at building materials dealers, too. Said McCallum:

"There has been a material decrease in dealer abuses in the Title I program in recent months [but] one major problem continues to give us trouble: flagrant overpricing of certain improvement jobs, usually arising from 'par selling.\*'"

'Par selling' decried. McCallum denied that FHA had any plans to get into price control to crack down on sharp practices. But he urged dealers to set both minimum and maximum prices to prevent gouging of "gullible" customers. Said McCallum: "We recognize the need for some degree of latitude between the two extremes, but we think it is reasonable to expect that the dealer will set a ceiling which his salesmen will not be permitted to

continued on p. 76

\* As defined by McCallum: "The practice by a dealer or contractor of quoting a minimum price to a salesman [usually cost per square in connection with roofing and siding jobs] and then permitting the salesman to sell each job for the highest price obtainable."





*Beautiful enough for custom-built homes  
yet priced for the low-cost home*

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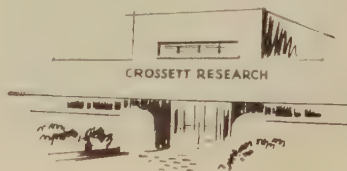
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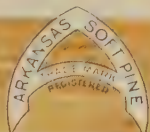
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pierce." McCallum called the "par selling" practice "vicious in the extreme when put into the hands of fast operators." He warned: "FHA is insistent it not be used in connection with . . . Title I."

The NERSICA group took no immediate action on the FHA plea, but it went strongly on record against another form of home repair abuse—"bait advertising." The home improvement men urged creation of state trade commissions to "protect the buying public as well as legitimate businessmen"—much as the Federal Trade Commission polices interstate business.

President E. F. Williams of Syracuse, N.Y. said NERSICA does not think district or state attorneys can cope with the bait advertising problem because where they have brought charges "their concern has not been a continuing one, and therefore has not proved a long-range remedy."

Managing Director C. N. Nichols said that "the bait advertising menace is growing by leaps and bounds." Recounting NERSICA efforts to help Better Business Bureaus and other groups alert the public to the problem, Nichols said: "We have even gone so far as to hire Pinkerton detectives to obtain evidence against shady operators, which was turned over to the attorney general of New York."

The meeting attracted a crowd of some 7,000 home improvement men (some 800 of them NERSICA members). For four days, they inspected 191 exhibits of more than 2,500 individual items—the latest in metal windows, awnings, roofing and other repair products—in the Sherman Hotel.

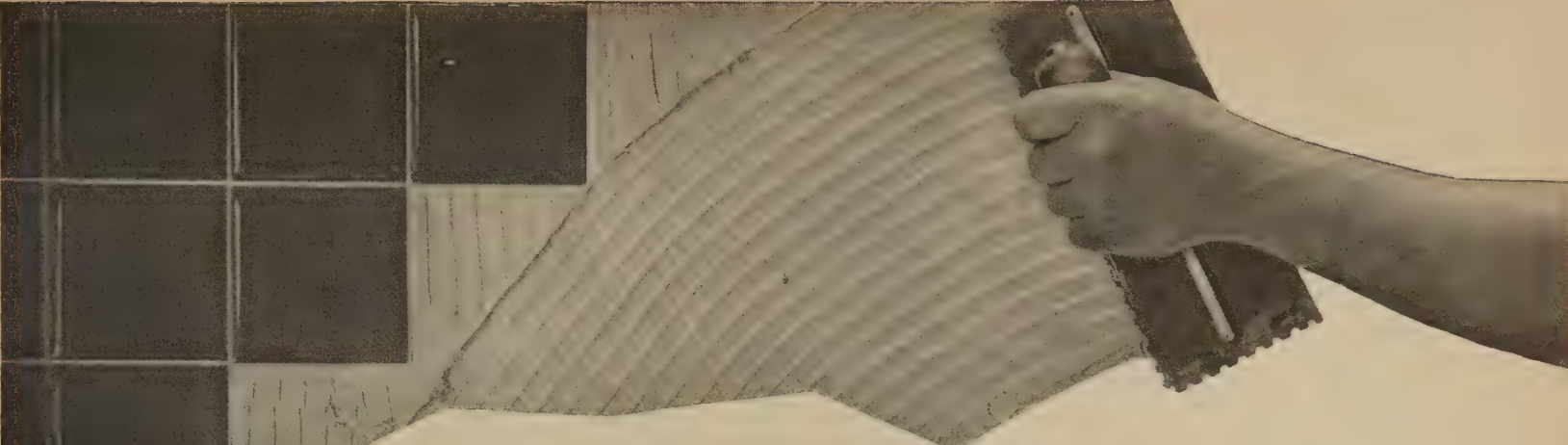
**Started with NRA.** NERSICA traces its lineage back to 1934 when President Williams and 12 other contractors met in Washington to draft an NRA fair play code for their business. After NRA was declared unconstitutional, the loose organization fell apart, except for a few operators in New England. In 1942, these New England businessmen hired Nichols, who was once with the New York City convention bureau, and formed the New England Roofing, Siding and Insulating Assn. Four years ago, with membership spreading into other regions, NERSICA shucked the New England title but kept the initials. Today, the organization claims nationwide membership. It has some 80 members in the Chicago area.

President Williams, who was re-elected at the close of the convention, has set his sights on diligent membership expansion for the next year. Even more important, NERSICA will work to restore the good name of the home improvement business after the mud spattering it took during the FHA investigation. Williams thinks the best bet for policing the business against fly-by-night operators is careful screening of NERSICA members. Local councils require that any applicant have been in business at least 12 months. Before an applicant is admitted, his name is published and any NERSICA member in the nation can object.

The association charges \$40 a year national dues; local groups up this from \$5 to \$25. Eighty-five per cent of its members are classed as "small" operators who do no more than \$75,000 worth of business annually. NERSICA itself runs on an annual budget of about \$75,000, said Williams.


(NEWS continued on p. 78)





# CERAMIC TILE

## Set with Adhesives Cuts Costs



Modern adhesive methods for installing ceramic tile enable builders to give more tile appeal at lower cost. A big factor has been the wide and growing use of dry-wall construction. Dry-wall makes an ideal setting surface for adhesive installations. Remodeling jobs go faster also because tile can be set on many existing surfaces. Before building your next home, it will pay you to ask your ceramic tile contractor about adhesives.

Buyers—especially women—recognize that ceramic tile means more convenience and less housework. That's why ceramic tile—attractively applied on key areas in the bathroom and kitchen—will help clinch your home sale faster!

### How Adhesive Installations Cut Your Tiling Costs



◀ Mastic bed on dry-wall cuts down preparation time and costs.

Grouting of tile joints is quick and easy. ▶



◀ Tiles are set quickly and easily on mastic bed.

Job clean-up time is held to minimum. ▶



Be sure adhesive manufacturer's setting instructions are followed. Look for seal of approval on adhesive.

*The Modern Style is*

## TILE COUNCIL OF AMERICA,

Room 3401, 10 East 40th St., New York 16, N. Y. or Room 433, 727 W. 7th St., Los Angeles, Calif.

**PARTICIPATING COMPANIES:** American Encaustic Tiling Co. • Architectural Tiling Co., Inc. • Atlantic Tile Manufacturing Company • B. Mifflin Hood Co. • Cambridge Tile Mfg. Co. • Carlyle Tile Co. • General Tile Company • Gladding, McBean & Co. • Jordan Tile Mfg. Co. • Mosaic Tile Company • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Company • Pomona Tile Mfg. Co. • Robertson Mfg. Co. • Royal Tile Manufacturing Co. • Sparta Ceramic Co. • Summitville Tiles, Inc. • United States Ceramic Tile Co. • Winburn Tile Mfg. Co.

CERAMIC  
tile



## OPINIONS

These intellects shed the following light on matters of moment to housing:

Union Photography



Rep. **Abraham J. Multer** (D, N.Y.) during hearings before the House banking committee:

"If there were windfalls, the Congress, not the agency [FHA] was responsible for it—for writing the law under which the windfalls were possible, and I think we even went so far as to tell the builders how they could do it. Now, with the tax court having approved the capital gains under these windfalls, I think something ought to be done to straighten out the public mind on this subject—that there was nothing wrong either so far as the agency is concerned or the builders.

"I am not talking about the few builders who actually did something wrong, cheated on the specifications, or something like that. . . . You will find those people in every industry. I don't think the building industry should be condemned on account of those few bad actors."



HHF Administrator **Albert M. Cole**, in talk on urban renewal in Denver:

"A typical substandard block [in Denver], including its commercial shops, returns only \$1,300 a year in taxes. With no commercial establishments and fewer homes, a small dwelling section in East Denver pays double that amount—and a well-to-do section pays four times that amount. Who is being robbed? The poor of their rights as Americans? Or you as taxpayers supporting a cesspool you do not want?"



**John C. Williamson**, secretary-counsel of the Realtors' Washington Committee:

"There is little question but that public housers will try to take advantage of the shift in control of Congress to revive the public housing program to at least the recommendations of President Eisenhower for a four-year program of 35,000 new units a year. Public housing will become a political device with the housing itself taking second place to attempts at embarrassment of the minority party for its reluctance to support the President's public housing program. While this might put some strain on the conservative coalition which has practically terminated public housing this year, it is unlikely that this political housing experiment will be revived. Public housing is, therefore, assured of a prominent spot in the 1956 campaign."

# What home buyers want

Parade of Homes visitors in Wichita, Kan. tell builders:

'give us more space and let us fix it up ourselves later'

"Give us as much square footage as possible for our money and let us live in it and improve it."

Home buyers in Wichita, Kan. have given their homebuilders that advice and the builders plan to act on it at their next Parade of Homes show in September.

Last fall, the Wichita Assn. of Home Builders handed out questionnaires to many Wichitans who visited the 15 Parade of Homes houses, asking what the visitors thought of all they saw. One house was a joint project of the association, embodying many features new to home buyers in the city (Nov. issue). Nearly all the houses emphasized built-ins, air conditioning and other new trends.

**Boost for conditioning.** The association has just analyzed 600 of the returned questionnaires. Builders in other cities should find the results worth study.

Air conditioning produced intriguing figures. Precisely 81% said year-round air conditioning would be worth \$800 more. Exactly 81% said their present homes were not air conditioned.

Two-thirds wanted three bedrooms, 21% wanted four bedrooms and only one in eight wanted only two bedrooms. Nearly two out of three said they would pay 10% more for a basement. Slightly more than half would pay 8% more for brick veneer. Of the respondents, 85% preferred wood floors to concrete slab; 86% preferred natural finish to painted woodwork.

Built-in garbage disposers were favored by 92%, while only 62% wanted a built-in stove, 34% a built-in refrigerator.

Here are the detailed findings:

**Do you prefer concrete slabs or wood floors?**  
Wood, 85%

**Would a basement be worth an additional 10%?**  
Yes, 63%

**Would a brick veneer house be worth 8% more?**  
Yes, 55%

**What flooring materials do you prefer for:**

	KITCHEN	LIVING ROOM	BATH-ROOMS	BED-ROOMS
Vinyl tile . . .	37%	0%	51%	3%
Asphalt . . . .	14	0	5	0
Linoleum . . .	13	0	0	0
Rubber tile . .	4	0	6	0
Cork . . . . .	4	2	2	0
Hardwood . .	0	24	0	50
Carpet . . . .	0	75	0	33
Ceramic tile .	0	0	21	0
Quarry tile . .	0	0	2	0

**Would year-round air conditioning be worth \$800 more?**  
Yes, 81%

**Is your present house air conditioned?**

No, 81%

**Would a ceramic tile bath be worth \$300 more?**

Yes, 56%

**What bath arrangements do you prefer?**

Compartmentalized or 1½ baths . . . . .	46%
Two baths . . . . .	44
One bath . . . . .	10

**What type of drainboard materials?**

Formica . . . . .	73%
Ceramic tile . . . . .	24
Linoleum . . . . .	10

**What appliances would you want built in?**

Garbage disposal. 92%	Washer-drier . . . 11%
Dishwasher . . . . 63	Television . . . . 5
Stove . . . . . 62	Radio . . . . . 17
Refrigerator . . . 34	Freezer . . . . . 3

**What features are most important to you—from 0 to 10?**

	average
Bath and a half or more . . . . .	8.1
Year-round air conditioning . . . . .	8.38
Location of house in city . . . . .	6.49
Two-car garage . . . . .	6.0
Entrance hall . . . . .	5.5
Separate dining room . . . . .	5.14
Outdoor living area . . . . .	5.1
Wood-burning fireplace . . . . .	5.0

**If you plan to build a house in the foreseeable future, what price class is it likely to be in?**

\$ 8-10,000 . . . . . 5%	\$15-20,000 . . . . . 28%
10-12,000 . . . . . 18%	over 20,000 . . . . . 9%
12-15,000 . . . . . 36%	

**How many bedrooms do you want?**

TWO, 13%; THREE, 66%; FOUR, 21%

**What sort of living facilities do you want?**

Recreation room . . . . .	44%
Family room (with kitchen) . . . . .	36
Larger formal living room . . . . .	15
Basement or other . . . . .	28

**Do you prefer woodwork painted or finished natural?**

NATURAL, 86%

**Would you rather the contractor put in the lawn and shrubs at approximately \$200 or prefer to put them in yourself?**

SELF, 58%

**Would you prefer paved street in front of your house at added cost of about \$12 a month for 10 years, or sanded streets with grass gutters?**

GRASS GUTTERS, 71%

**Would availability of public transportation within walking distance influence your purchase of a house?**

Yes, 51%

NEWS continued from p. 83





TWO-STORY HOME ON LONG ISLAND FOR \$8.60 SQ. FT.

## BUILDERS AT WORK:

### Big modern on Long Island

Designer-Builder **Walter Figdor** brought a sharp pitch of contemporary to Babylon, Long Island, with a 2,150 sq. ft. home with nine rooms that he designed himself (see photo). At \$18,500, the house sells for a mere \$8.60 per sq. ft.—a value that points up the cost-cutting possibilities of two-story or split-level design. The house comes without stove or refrigerator (a not uncommon arrangement in that section) but with a wall oven.

There is one bedroom and bath on the lower level, three bedrooms on the second floor opening on to a second living room—or playroom—and a bath. The house is built on crawl space, which Figdor figured cost about the same as slab and which gave him a chance to get his heating, wiring and plumbing out of the way. Heating ducts are oversized to take care of future air conditioning; house has 100-amp. wiring.

Figdor was turned down on conventional financing by three banks, finally settled happily with **Suffolk County Federal Savings & Loan Assn.** for 80%, 25-year conventional loans. He plans to stick with modern design and tap what he thinks is a "definite, though limited" market for it on the Island. One of the things that VA objected to was his staircase, suspended on steel rods from the ceiling (see below).

Reaction of the people who saw the staircase (the house has proved popular and a couple of consumer magazines are making plans to publish it) varied with the individual's idea of modern and his degree of worry about children climbing the reverse side. Figdor points out that the slope is gentle and the 10" treads are larger than

the 9 1/4" ordinary. He likes glass in a home and has used plenty—single-pane because he thinks more heat is gained through glass than is lost. Both bathrooms are interior.

### Odds bodkins in Memphis

*What this country needs is a good 5¢ word for a modern house and two Memphis builders have coined it. Hal and Louis Miller say their latest \$42,000 brick-and-redwood house is a "contemporancho". . . . How do you beat the mud problem in an incipient subdivision? Unable to check on progress of his proposed 300-home development on foot (too laborious) or by auto (impossible), Stanley Okeon purchased a horse, now rides the plantation in style.*

### Notes from the prefabbers

Big news at **General Industries Homes** in Ft. Wayne is President **William B. F. Hall's** scheme to keep the wrong kind of furniture out of the right kind of house.

Hall decided that a model house should be as free of disturbing and distracting details as possible and that the way to achieve this was to make up his own "facsimile furniture" for builders. Hall's view: "The tendency for local furniture companies to load up model houses with zebra lamps and all this overscaled and overstuffed furniture had to be cured somehow."

General Industries has turned out some basic pieces of fake furniture which are shipped collapsed to the site. They can be ranged around the model house—just enough to make it look like a home but not so cluttery as to take the customer's mind off the architecture of the place.

Part of the company's policy change for '55 was adding 100 sq. ft. to their Scotsman model, bringing it up to 900 sq. ft. Dealers have in most cases been able to supply the extra space for the same price—\$8,000-9,000—as last year's model.

The way to a small builder's heart is through his pocketbook, thinks **Robert K. Weakley of Weakley Lumber Mfg. Co.** in Newark, O. He is out to show the five-house-a-year builder how he can put up 25 or more a year. Weakley's agents sit down with the builder and both take a crack at estimating his growth potential by determining 1) how much land the builder can make available;

2) how much financing he will need over a building season; 3) how much help on construction financing he will need; 4) how much training he will need to give subcontractors (Weakley recommends that the builder become a businessman and sub everything possible); 5) how much of a sales and advertising budget he will need to put over his program. "Small builders are glad to be helped through each step of the program, which is flexible enough for any changes they might have to make," says Weakley. "And they like the idea of becoming big by becoming businessmen."

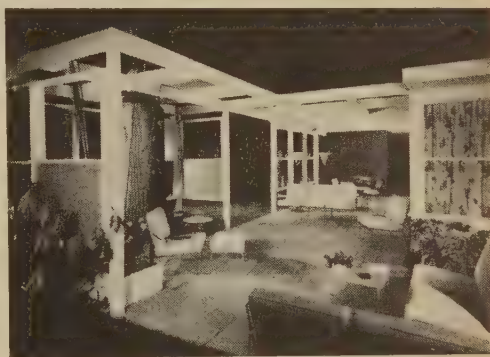
**Lesco Homes** of Martinsville, Va. also upped its "custom-minded" models from 1,580 to 1,920 sq. ft., now throw in a 10 cu. ft. refrigerator for any buyer who takes a house with built-in stove and oven. The big houses have two-car garages and double fireplaces. Some 500 variations of 40 basic plans are offered.

### What's in a home show?

"The real object of a home show is to make people dissatisfied with what they have."

**William E. Johnson**, executive vice president of the Philadelphia Home Builders, was chatting behind scenes at the Philadelphia home show, biggest in the nation. ("Every year we say it's the biggest and the next year we always top it," commented Chairman **Carl Metz.**) "My advice to other home show executives," said Johnson, "is to keep the pitch men down to a minimum because people tend to clog the aisles. . . . We try to run a combination customer and trade show, unlike the Chicago exposition, which is strictly trade. I think a home show is more important than a parade of homes because you need land and in Philadelphia that's difficult to get and because any customer

Corlanti Hubbard

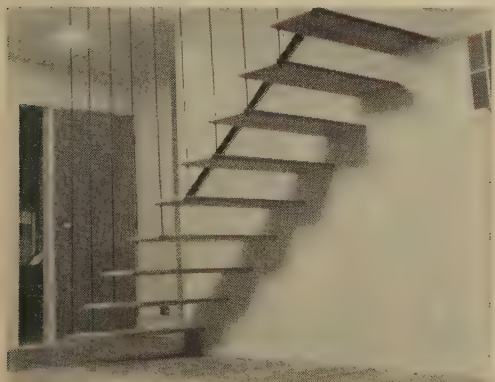


PHILADELPHIA SHOW MODEL

can get a parade simply by looking at the Sunday real estate pages. The real potency of our show and the thing that gets attention is the fact that it is all on one floor and under one roof."

Banker **T. Irving Howe**, vice chairman of the big show (attendance was estimated at 350,000) and past president of the Philadelphia MBA, put in a word for the banker-builder relationship. "If any builder gets in trouble in an area, it affects the whole industry in the area and therefore mortgage bankers should take great interest in what's going on."

Howe liked the model house at the show (see photo) because "it can be maintained at low cost, can be built on a basement or slab and with a lot of outdoor play space for kiddies." Architect **George Hay** designed the model and Builder **Wallace (Bud) Arters** put it up. "In this house," said Arters, "an economical rectangle becomes a T in effect because of addition of carport, porch



STAIRCASE: SAFE FOR CHILDREN?

continued on p. 86





TYPE  
AND  
GRADE



How can you be sure of fir plywood quality?

# LOOK FOR THE DFPA\* TRADEMARK!

Play it safe! Your reputation is on the line with every panel you buy, sell or specify. Insist on genuine DFPA trademarked panels. DFPA grade-trademarks are hallmarks of quality used only on plywood manufactured under the industry's rigid quality control program. These marks are your very best assurance of reliable quality.

\*DFPA—Douglas Fir Plywood Association, Tacoma, Washington, is a non-profit industry organization devoted to product research, promotion and quality maintenance.



PlyPanel® for  
Interior finish



PlyScord® for  
structural uses



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...other grades for other uses.





**Saves Space – only 25" wide!**

**It's Completely Automatic – washes a full family-size load!**

**In exciting color, too!**

Westinghouse  
Laundromat 25

**BETTY FURNESS** Introduces a Low-Cost, Built-In Salesman

# New Westinghouse Laundromat® 25

Built in, or portable, the brand-new Westinghouse Laundromat 25 saves space (and dollars) in a big way! Only 25 inches wide, it fits even smallest homes, yet offers features found only in high-priced big washers. Don't confuse this sensational new Laundromat with semi-automatics—it's fully automatic . . . washes a family-size load . . . uses the famous Westinghouse NEW WAY TO WASH Principle!

Flexible? You bet! The new "25" adapts to every house plan—as a functional, freestanding model . . . or as an easily installed under-counter washer for kitchen or laundry room. Either way, you can count on its eye-buy-appeal. Dressed in handsome Holiday Colors, the Laundromat 25 invites interest, speeds up your selling time!

Plan now to include this prospect-stopper in your next home. For more details, see your Distributor, or write Westinghouse Electric Corporation, Electric Appliance Division, Mansfield, Ohio.

Makers of Refrigerators • Home Freezers • Ranges • Laundromats • Clothes Dryers • Dishwashers • Water Heaters • Vent Fans • and Food Waste Disposers



**BUILT-IN MODEL SPACE NEEDED:**

25" w x 24" d x 34½" h, comes supplied with front-mounted control. New Holiday Colors include Sunshine Yellow or Cascade Aqua, plus gleaming White.

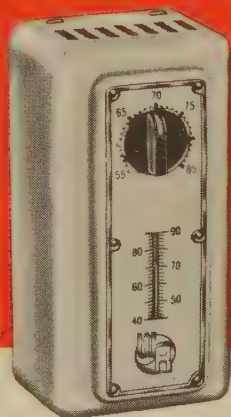
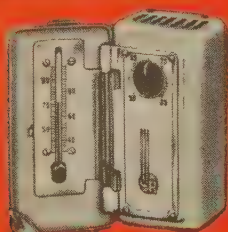
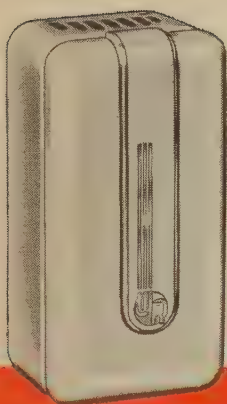
**YOU CAN BE SURE...IF IT'S Westinghouse**



# Outstanding quality

When you see one of these  
beautiful White-Rodgers  
Room Thermostats  
on the wall of a new home  
...you have found a builder  
who knows and appreciates  
quality...and insists on it.

*Why don't you?*



There are many unusual  
features about White-Rodgers  
Room Thermostats besides  
their beauty—too many to  
describe here. To know them  
all, write today for descriptive  
literature that tells all about it.



**WHITE-RODGERS**  
*Controls* FOR HEATING • REFRIGERATION  
AND AIR CONDITIONING

ST. LOUIS, MO.  
TORONTO, ONTARIO

No matter how well built the heating plant  
you install... if its performance depends on  
automatic controls... it can be no better than  
the controls with which it is equipped.

and rear living area. The trellis outdoors replaces the false gables and other gimmicks." Selling points: space (the house is 28' x 44' instead of 24' x 40'); two baths, two-tone color; more glass area, including sliding glass doors in the dining room; outdoor living features. The house sold for \$19,000.

## More space in more places

"We have definitely made up our minds never to build a straight four-bedroom house again," said Builder **Joseph Eichler** of Palo Alto recently. "We learned that our prize seller in **Greenmeadow** [his latest project in Palo Alto] was a three-bedroom house with an all-purpose room. Buyers who needed four bedrooms preferred the optional all-purpose room."

Eichler, who became a pioneer in contemporary-design homes after quitting the butter-and-egg business after World War II, has upped dimensions a step further and is now the only builder on the West Coast putting up a mass-produced four-bedroomer with an all-purpose room. He is advertising it with full pages in *Sunset* magazine—another first for a nonprefabbing big builder.



EICHLER

Eichler is no longer fond of the low-priced field. His houses—he has gone mobile and is building in four California communities in addition to Palo Alto—are priced roughly from \$16,000 to \$21,000. "In the low-priced range," says Eichler, "buyers are less discriminating about the house they buy, are more attracted by gimmicks like prizes, free swimming pools for winner-buyers. They are more interested in selling terms than quality of product. So we pulled out of the low-priced field."

Expansion plans call for Eichler putting up 230 houses in San Mateo (all of them with at least three bedrooms and two baths); 560 in Walnut Creek, 142 in Sacramento and 85 in Terra Linda. "Selling is the least of our problems when we move around," says Eichler. "The major problems are the broad managerial and organizational ones." He might move farther afield next year, he says, and see how things go in Los Angeles.

Eichler feels there are plenty of buyers in the \$20,000-and-up range ("You just have to offer them good merchandise") and finds a good majority of his buyers looking for more house than they have. In Greenmeadow, for example, where homes range from \$18,000 to \$21,000, he found customers bought because of increased space, better storage facilities, more conveniences, outdoor living features. "When we decided to hit such a high range in Greenmeadow, I was worried, so I made an all-out effort to provide as much as we could," said Eichler. "I was wrong about only one thing: my skepticism. There is a market in this price range. People who saw the new houses were tempted out of their old."

## Whirlwind in San Diego

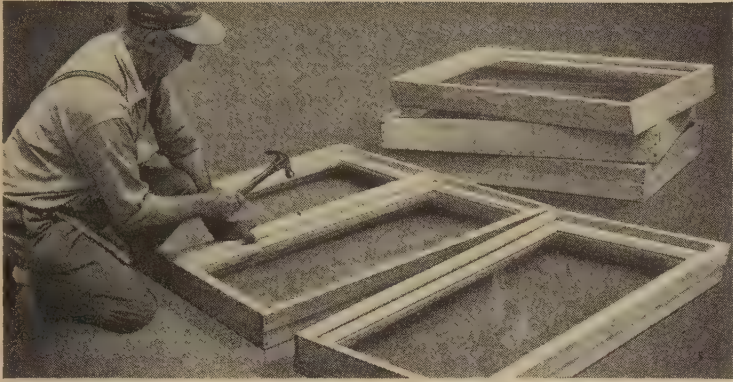
A former Long Island and Westchester home-builder named **Sam Berger**, who moved to San Diego, Calif. some 16 months ago, was well on his way last month to becoming the city's most controversial figure.

The reason is Berger's **Lake Park** subdivision—a development which its sponsor calls "The City

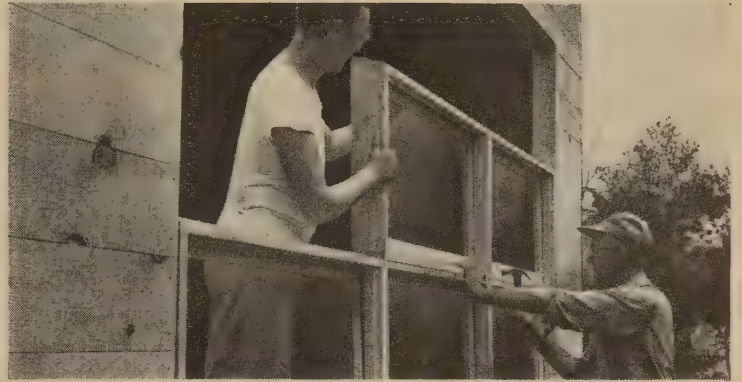
continued on p. 90



# customer enthusiasm, before completion



*Shop assembly of Flexivent Units into larger window groups is method used on Rolling Hills project. Assembled units are trucked to building site as needed. "No unit so easy to stock as Flexivent," says Mr. Kramer.*

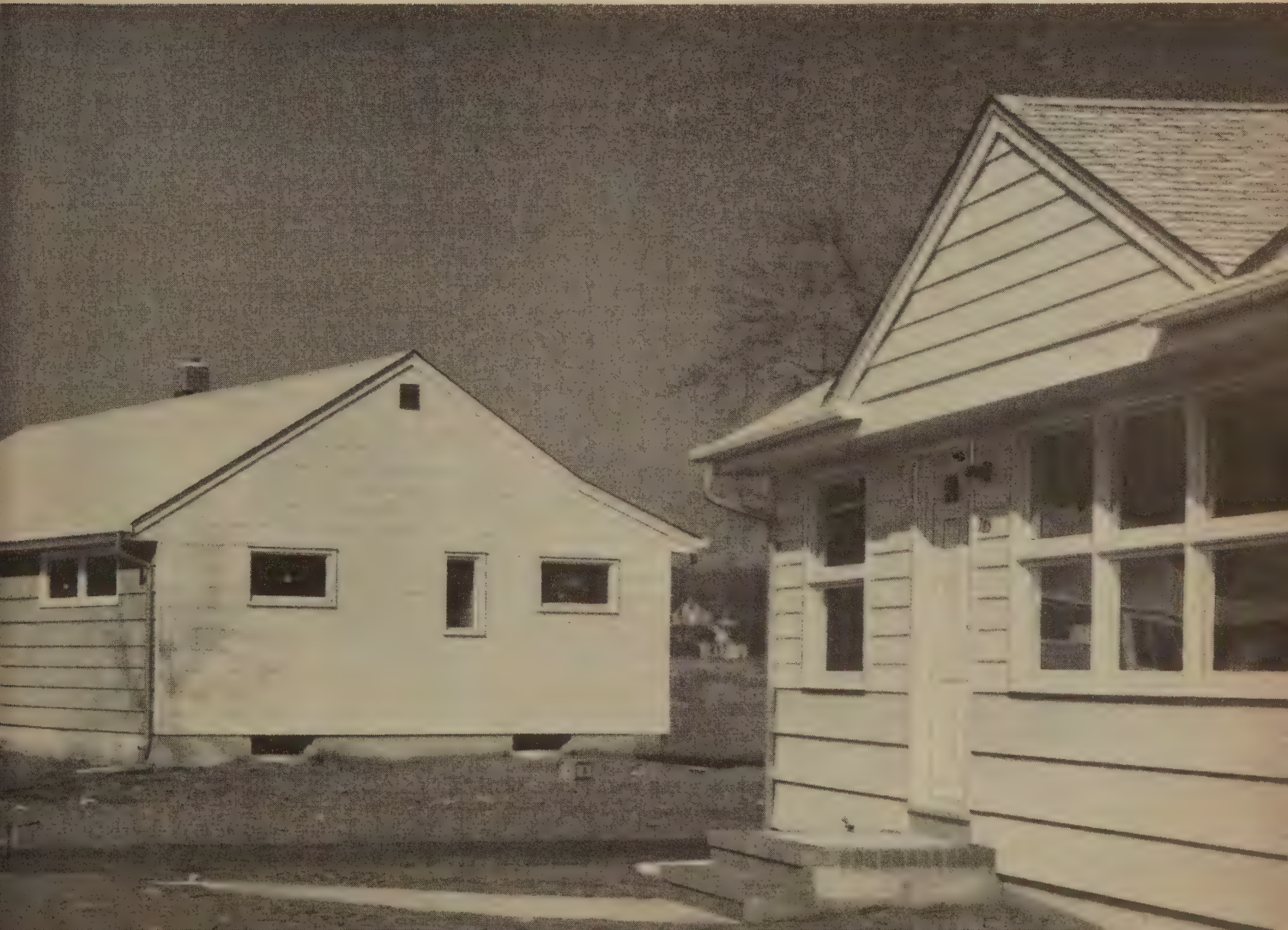


*Alternate method for combining Flexivents into large window groups is to build units up right in the window opening. Flexivents come completely packaged ready for immediate assembly and installation.*

## Andersen Windowalls\*

COMPLETE WOOD WINDOW UNITS

\*TRADEMARK OF ANDERSEN CORPORATION





# For Greater Strength Uniform Thickness and Color

## FILON

### The First Fiberglas and Nylon Reinforced Plastic Panel Ever Produced

#### FILON Gives You Greater Strength

After many months of research, FILON is now produced with Fiberglas and Nylon strands for greater strength and uniformity. Actual tests show that an 8 oz. per sq. ft. FILON panel can support over 200 lb. load per sq. ft. on a 4 ft. unsupported span. (U. S. Navy standards are only 100 lbs. per sq. ft.)

#### FILON is Produced by a Unique Method

FILON is produced by a fully automatic, electronically controlled process, in the world's largest and most modern plant in its field. This method makes possible continuous lengths as well as all standard sizes of panels. Lengths are limited only by convenience in handling.

#### FILON is Uniform in Thickness and Color

Better impregnation and dispersion of pigments make FILON more uniform in thickness and color. Every FILON panel bears a label stating *type, grade, and color* ... your assurance of getting the quality you specify.

Write for our New A.I.A. Folder containing detailed drawings and technical data. Distributors and Dealers coast to coast, Canada, and other foreign countries.

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of Tomorrow." The storm is over the fact that Berger's sales campaign—one of the biggest jobs of local realty promotion in building history—got out ahead of almost everything else at Lake Park. At last count, Berger had taken 1,500 orders for his houses. At that point, the state division of real estate ordered him to take no more. State officials said Berger had a legal right to take reservations on only 1,300 homes because his preliminary subdivision map had provided for only 1,300 lots.

**No FHA, VA approval.** Berger's problem is not merely one of getting his subdivision map approved by state and city (a prerequisite to selling in California). His first 1,300 reservations were based on the presumption of FHA or VA financing. At last account, neither FHA nor VA had approved any of his seven models—although both had indicated they probably will in time, provided Berger makes some structural changes.

Berger splashed into the public eye the day after Christmas. A six-page, four-color newspaper advertising supplement offered eye-catching illustrations of his projected 18,000-home, 4,500-acre city in the rolling hills 14 mi. north of downtown San Diego. Prices sounded good. They ranged from \$8,990 (two bedrooms, one bath) to \$11,990 (four bedrooms, two baths and a double garage). The ads showed indoor and outdoor fireplaces, copper-hooded stoves, glassed-in shower stalls, offered nothing-down VA terms and 30-year FHA mortgages for nonvets.

It was the coldest Dec. 26 in San Diego history, but an estimated 70,000 people swarmed out to see the tract. That is as many as attended the Rose Bowl football game and the traffic jam was just as bad.

**Ads and escrow.** Complaints from the Better Business Bureau led Berger to modify some of his later advertising, and to shift the estimated \$150,000 in earnest money from would-be buyers from a trust fund to escrow.

If Berger finally brings off his grand plan—and even his detractors admit it is possible he will—he will have given San Diego—and the nation—a lesson in mass-selling. San Diego admen figure Berger laid out about \$30,000 for advertising and promotion that "sold" 1,500 houses. That is only \$20 per house.

#### How to sell on week ends

Fort Wayne Builder **Robert J. Allen** found when he opened model homes in his first subdivision (see photo of the Pasadena, p. 98) that two salesmen could not handle 6,000 prospective customers trekking through over the week end. To



ALLEN

level out the peaks and valleys, Allen adopted a scheme of taking five-day "options"—much easier to get on the spot than full \$550 VA or \$650 FHA down payments. The salesmen prepare contracts and try to convert the "options" to firm sales the following week. The options are simply notices of intention to buy. If the customer changes his mind, the \$50 deposit is returned to him.

So far, about 90% of the options have been turned into sales. Allen's **Spacemaker Homes, Inc.**, working with **Lebrato Bros.**, sold 89 houses in the proposed 123-home subdivision the first few weeks. Price: \$10,300 up. Allen's new slant

continued on p. 98



# Contemporary

CABINET HARDWARE BY

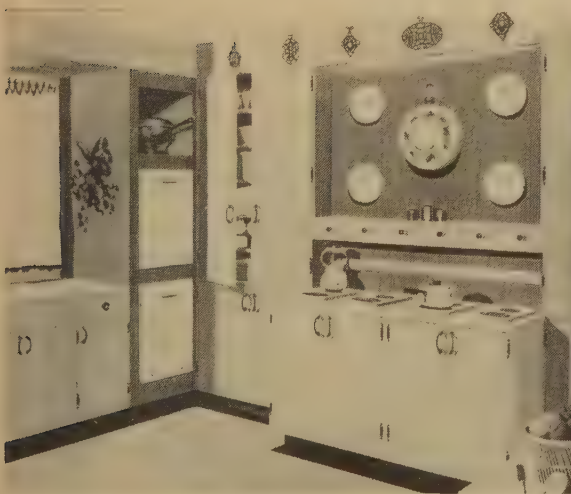


"Contemporary" Cabinet Hardware adds sales-making individuality to your homes

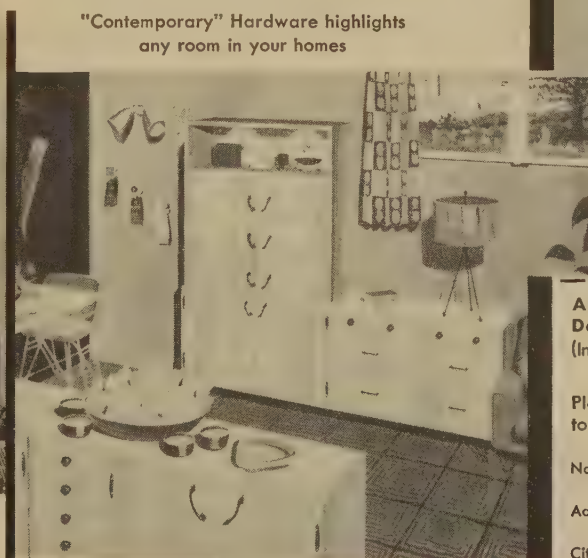
**New beauty treatment for your built-ins** that takes the buyer's eye instantly... adds extra sales appeal to every room! Just mount "Contemporary" Cabinet Hardware on *standard* cabinet work for highly individualized, custom-styled effects. Install in different positions for a wide variety of treatments that eliminate "look alike" interiors.

"Contemporary," in rich ebony black with gleaming gold accents, blends with all of today's decorative trends. Test it in your next house... see the sales magic it will work for you.

SEND COUPON OR SEE YOUR AMEROCK SUPPLIER



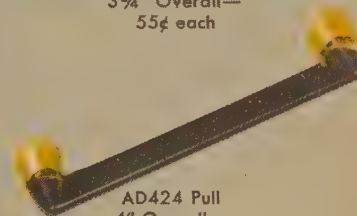
Kitchens take on extra sales appeal with "Contemporary" Cabinet Hardware



"Contemporary" Hardware highlights any room in your homes



AD427 Pull  
3 3/4" Overall—  
55¢ each



AD424 Pull  
4" Overall—  
65¢ each



A3301D Knob  
2" Diameter  
65¢ each



AD527 Knob  
1 1/2" Diameter—  
50¢ each



Hinges—75¢ pair  
A7636 for 3/8" Lip Doors  
A7663 for 3/4" Flush Doors

AMERICAN CABINET HARDWARE CORP.  
Dept. HH-55, Rockford, Illinois  
(In Canada, Amerock Cabinet Hardware Ltd.,  
Meaford, Ontario)

Please send data on Contemporary Hardware. I plan to build this number of homes in 1955.

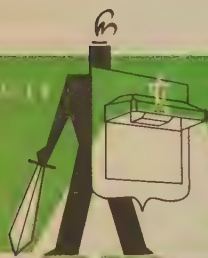
Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_



The easy way to find out is to fill in the blanks below, tear out and mail to—



**COLE** manufacturing co.  
705 RAYMOND STREET • AUSTIN, TEXAS • 5-5451

SOLD TO \_\_\_\_\_ DATE \_\_\_\_\_ 19\_\_\_\_

SHIP TO \_\_\_\_\_ ORDER NO. \_\_\_\_\_

SALESMAN House + Home

TERMS 1% - 10 days, net 30.

SHIP VIA Best way FROM Austin, Texas F. O. B. Austin, Texas

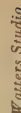
QUANTITY	DESCRIPTION	PRICE	TOTAL
	Cole Automatic Hoods, Special model		
	□42", □40", □36", Flat top style	\$29.97	
	E.E. tax	.12	
	(Add \$7.50 for Coppertone)		

(Add \$7.50 for Coppertone)

THIS ORDER WILL BE SHIPPED AND INVOICED BY:

Cole Mfg. Co. of Austin, Texas, Inc.  
Post Office Box 4103  
Austin, Texas.

**SIGNED**



## ALLEN'S PASADENA MODEL

on homebuilding came about when he got interested in Lu-Re-Co panels (he is also president of the **Allen Wall Panel Corp.**) and then retained Architect **Donald Honn** of Tulsa to design three basic houses for him (Jan. issue). He had done panelizing for Lebrato Bros. and when he started on the subdivision divided the job, with Lebrato taking 61 lots and Spacemaker Homes 62. The salesmen, working on a straight commission basis, sell not only their own houses but also those of the partner company.

## Carol City goes VA

"In a \$100 million project there are bound to be some modifications in original plans and hopes."

So said Builder **Julius Gaines** of Miami, at work on the first few hundred homes in the much-heralded 10,000-dwelling **Carol City** northwest of the city. Changes in the project have been fairly numerous since the deal got under way last summer. Unable to get the conventional financing they wanted (March issue), the promoters decided to seek FHA and VA approval. Last month, they had the latter and expected to get FHA to approve the homes soon.

Some 400 houses have been completed. About half are occupied. These were all conventionally financed. When the down payments on two of the models were raised by \$217 and \$259, at the insistence of the mortgage company, a few of the buyers pulled out. Gaines now says families are moving into the vacancies "as fast as we can close title." He said the company will continue to produce the houses "at cost." The new models they plan—incorporating suggestions from early purchasers—will be higher priced because they will be larger and will have carpets, but Gaines says they will still be a buy over "similar" houses in the area.

## Spring crop of big tracts

Ground was being broken all over the nation for more large subdivisions:

► **MEP Building Corp.** (Edward Feeley and Michael Presbitero in charge) planned 1,000 brick homes on a 135-acre tract on the southwest side of Chicago, near the Ford aircraft engine plant. Price: \$16-17,000.

► **Mar-Dill Corp.** of Long Island, N. Y. will build 2,000 houses (Cape Cod and two types of split level) on 500 acres in Oxon Hill, Md. **Frank Barry** of Washington will be managing director; architect of the \$15-20,000 homes is **James J. Giacopelli**.

► **Charles Goldberg**, president of the **Michigan Lumber Co.** in Detroit, was detailing plans for 1,200 houses on 400 acres of farm land east of Utica, outside the city.

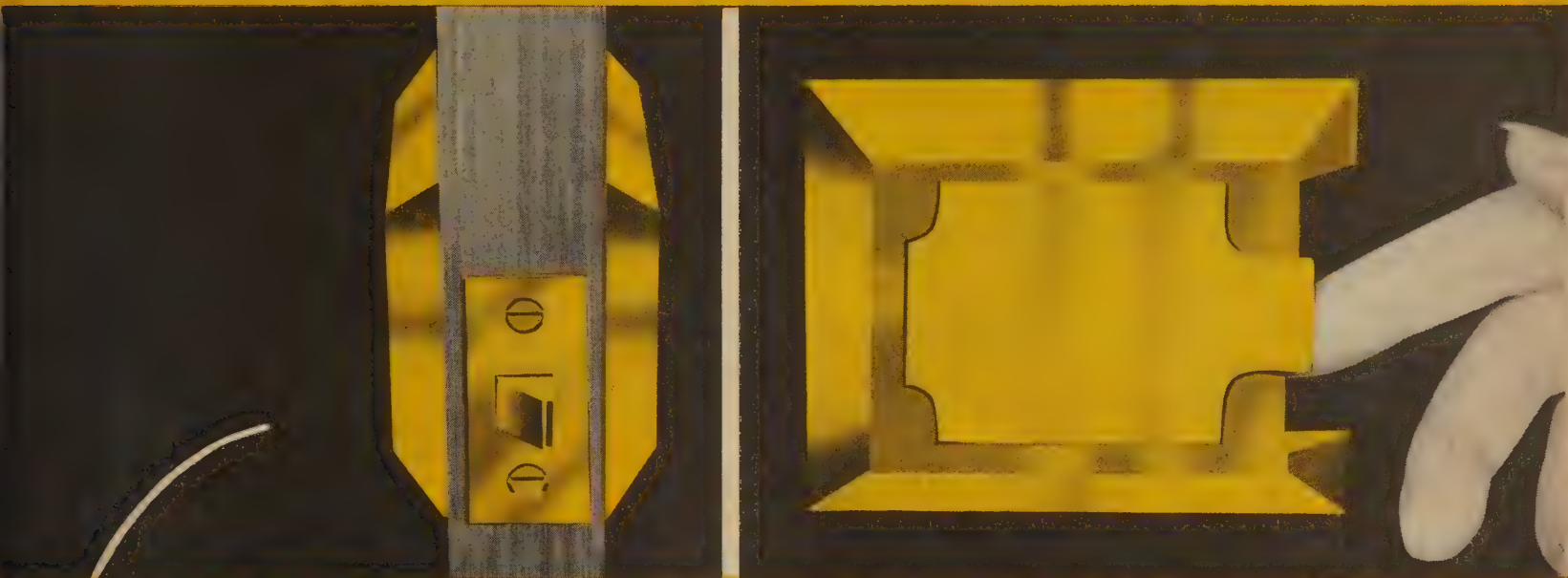
► **Scott-Shaw, Inc.**, headed by **George Sirott** of Wynnewood, Pa. announced plans for a community of 4,000 homes adjoining Marlton, N. J. about 11 miles from the Delaware River bridge to Philadelphia. Price range: \$9,790 to \$14,790.



# SCOTT!



*what a wonderful new idea!*



*New*

## SOSS

### LEV-R

### LATCH

(ELIMINATES OLD-FASHIONED DOOR KNOBS)

## REVOLUTIONARY NEW CONCEPT IN DOOR HARDWARE

AVAILABLE WITH OR WITHOUT LOCKING MECHANISM  
FOR ALL INTERIOR DOORS!



Soss Lev-R-Latch is a fitting companion to the world-famous Soss Invisible Hinge, "The Hinge That Hides Itself." The Soss Hinge has no protruding hinge butt. It's completely hidden from view when doors or lids are closed.

*Use it whenever you build or remodel.*

SOSS MANUFACTURING COMPANY  
P.O. Box 38, Harper Station, Department 21  
Detroit 13, Michigan

Please rush me complete information and name of nearest dealer on

- ☐ The startling new Soss Lev-R-Latch  
☐ The world-famous Soss Invisible Hinge

I am a builder \_\_\_\_\_ dealer \_\_\_\_\_ jobber \_\_\_\_\_

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

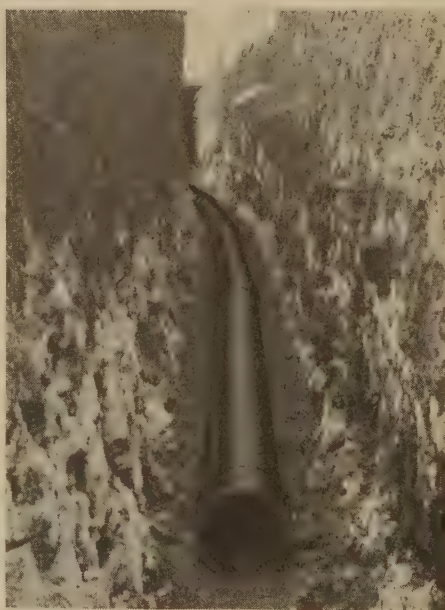




**LONG LENGTHS** are assembled on the ground, lowered into trench, and tapped into position to make a root-proof, watertight joint. Easy to handle, quickly installed. Only Perma-Line is available in 5, 8, and 10-foot lengths.

## L-o-n-g lengths make **PERMA-LINE**<sup>®</sup> the quickest sewer pipe to install

Perma-Line is the only fibre pipe available in 5, 8, and 10-foot lengths. It goes in fast, resists ground heaving; tapered joints are root-proof and leakproof, and the pipe lasts for a lifetime. It can't rust, shatter, crack, or leak. It's strong, light, tough. In solid pipe for sewers and drains; perforated for field tiling, footings, and septic tank beds. Full line of couplings, fittings, bends, and adapters to connect to soil or sewer pipe. Many uses, in homes, farms, industry.



Write L-M, or mail the coupon. ▶

**PERMA-LINE**<sup>®</sup> Pipe



217A

**LINE MATERIAL COMPANY**  
(a McGraw Electric Company Division)

**LINE MATERIAL CO.** HH-45  
Milwaukee 1, Wisconsin

Send full information about Perma-Line Pipe and name of nearest distributor

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## EVENTS

**Natl. Assn. of Housing & Redevelopment Officials**, regional conferences: Southeastern, **May 9-11**, Bon Air Hotel, Augusta; Pacific Southwest, **May 9-11**, Hoberg's, Lake County, Calif.; Southwest, **May 16-17**, Galvez Hotel, Galveston; North Central, **May 23-25**, Commodore Perry Hotel, Toledo.

**Heating, Piping and Air Conditioning Contractors Natl. Assn.**, annual convention, **May 10-13**, Shamrock Hotel, Houston, Tex.

**Natl. Assn. of Home Builders**, directors meeting, **May 15-17**, Washington, D.C.

**Natl. Assn. of Mutual Savings Banks**, annual conference, **May 16-18**, Chalfonte-Haddon Hall, Atlantic City, N. J.

**Natl. Lumber Manufacturers Assn.**, spring meeting, **May 19-21**, The Cloister, Sea Island, Ga.

**United States Conference of Mayors**, annual conference, **May 19-21**, The Waldorf-Astoria, New York City.

**Air Pollution Control Assn.**, annual meeting, **May 22-25**, Sheraton-Cadillac Hotel, Detroit.

**Natl. Savings & Loan League**, 12th anniversary convention, **May 22-26**, Cleveland Hotel, Cleveland.

**Houston Home Builders Assn.**, spring parade of homes, **May 28-June 5**, Houston.

**American Institute of Banking**, annual convention, **May 30-June 3**, McAllister Hotel, Miami.

**Design Engineering Show & Basic Materials Conference**, **May 31-June 3**, Convention Hall, Philadelphia.

**British Architects Conference**, **June 8-11**, Harrogate, Yorkshire. For details address C. D. Spragg, secretary, 66 Portland Place, London W.1.

**Natl. Housing Conference**, annual meeting, **June 8-10**, Hotel Statler, Washington, D.C.

**North Carolina Savings & Loan League**, annual convention, **June 9-12**, Hotel Roanoke, Roanoke, Va.

**Los Angeles Home Show**, **June 9-19**, Pan Pacific Auditorium, Los Angeles.

**International Design Conference**, **June 13-18**, Aspen Institute, Aspen, Colo. Details from Charles Saul, The Aspen Co., Aspen, Colo.

**Plastics in the Design of Building Products**, special summer program, **June 14-June 24**, Massachusetts Institute of Technology, Cambridge, Mass.

**Forest Products Research Society**, annual meeting, **June 20-23**, Seattle.

**American Institute of Architects**, annual convention, **June 21-24**, Hotel Radisson, Minneapolis.

**American Society of Landscape Architects**, annual meeting, **June 26-29**, Sheraton-Cadillac Hotel, Detroit.

**American Society for Testing Materials**, annual meeting, **June 26-July 1**, Chalfonte-Haddon Hall, Atlantic City.





## Certified Craftsmanship IN ACTION...

• The Certified Craftsmanship Certificate is a written pledge of adherence to work schedules, job cooperation, work of craftsmanship caliber and nationally recognized standards of quality. A certificate is yours for the asking from lathing and plastering contractors adhering to the Code of Standard Practices for Lathing and Plastering.

We suggest a thorough reading of the Code of Standard Practices which appears on the back of every certificate. Ask your lathing and plastering contractor for a copy, or write National Bureau for Lathing and Plastering, 1401 K Street, N.W., Washington 5, D. C.

Associated Manufacturers  
of Lathing and Plastering Materials  
520 N. Michigan Avenue, Chicago 11, Illinois

FINISHING LIME ASSOCIATION OF OHIO • GYPSUM ASSOCIATION  
METAL LATH MANUFACTURERS ASSOCIATION  
PERLITE INSTITUTE • VERMICULITE INSTITUTE

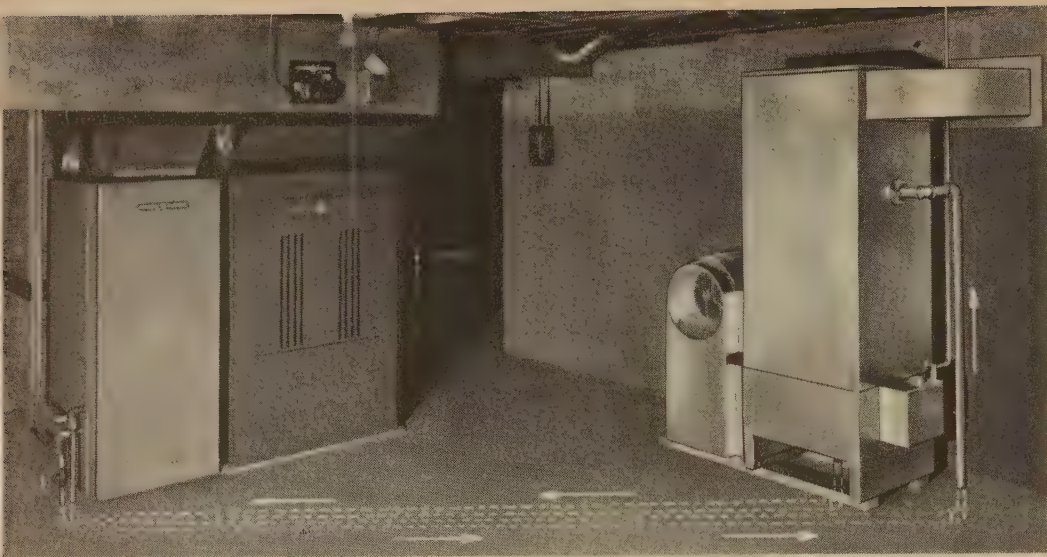
Edmond F. Venzie, Plastering Contractor presents Certified Craftsmanship Certificate covering Wanamaker Store to Brigadier General Brenton C. Wallace, president, and R. R. Fields, vice president, Wallace and Warner, Architects.



*This is the emblem of the National Bureau for Lathing and Plastering. It symbolizes high standards of job performance and responsibility.*







Because of its noiseless operation, the new Binks Residential Cooling Tower can even be installed in the basement of a home, or in utility or recreation rooms. Takes up very little room.

# New residence cooling tower extremely quiet..economical

## IT CUTS COOLING WATER BILLS 95%

Today...a cooling tower is a must in every air conditioning installation involving water cooled condensing units. Homes are no exception. In many communities the use of water for this purpose is restricted. In others high water

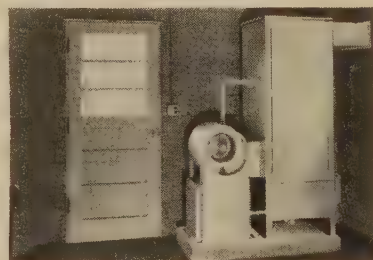
rates result in excessive operating costs. A Binks Residence Cooling Tower makes it possible to cool and recirculate the condensing water...at a tremendous saving.

### HERE'S WHY builders prefer Binks Residential Towers:

- 1 Quiet operation!** Noiseless, squirrel-cage type blower supplies ample air movement at operating speeds far below the noisy propeller-type fans used in conventional cooling towers. All metal-to-metal connections are rubber cushioned. Interior surfaces are protected and soundproofed with heavy undercoating.
- 2 Compact!** Fits into small space...in basement, garage, breezeway, out-doors.
- 3 Easy to install!** Comes fully assembled ready for immediate water, electric and duct connections.
- 4 Low maintenance!** All metal surfaces are heavily galvanized and given several coats of good paint. Construction is rigid. Nozzles are clog-proof. No moist air reaches the air propulsion mechanism.
- 5 Efficient!** Binks' 25 years experience in the development and manufacture of successful commercial towers assures correct design and high efficiency for this residence tower.
- 6 Attractively priced!** These towers are mass produced for economy. Cost no more than for ordinary equipment.



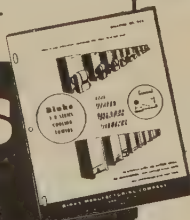
They're built to stand exposure when placed outside the house.



Available space in garage, carport or breezeway can be used.

Call your nearby Binks representative who knows cooling towers from A to Z.  
See your classified phone directory...or write direct for full information.

**SEND TODAY** for free booklet 477 which illustrates and describes Binks Residence Cooling Towers of several capacities. No obligation.



**Binks**  
COOLING TOWERS  
FOR HOMES AND INDUSTRY

### MAIL COUPON NOW!

**Binks Manufacturing Company**  
3128-32 Carroll Avenue, Chicago 12, Ill.

Gentlemen: Please rush **FREE** Cooling Tower Bulletin 477 and other facts, including prices.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## LETTERS

### URBAN RENEWAL "WINDFALLS"

Sirs:

You are in error in attributing to our housing director, Richard W. E. Perrin, a "theory of subjecting urban renewal to local political control of profits." I am the one who requested Mr. Perrin, and the Milwaukee city attorney's office, to study a method of curbing windfall profits . . . in urban renewal (March News).

The opposition to the urban redevelopment phase of urban renewal is springing from the rank and file of the people in this community because their properties are to be taken from them and turned over to other private individuals or corporations. The benefits to the community of a better and higher use of the land made possible by the redevelopment process will probably, although reluctantly, be accepted by people whose properties are being taken. However, they will not for a moment tolerate any plan which will line the pockets of promoters and speculators at their expense. The frictions engendered on this issue by urban renewal activities constitute a great danger to the successful attainment of program objectives.

Urban redevelopment involves a subsidy as the write-down is shared by the community and by the federal government on a one-third—two-third basis. While the community may be expected to recover its contribution by way of higher taxes, the contribution made by the federal government is an outright grant. In availing itself of these federal aids, it is the duty of the community to prevent "windfalls" which could be made possible because of the subsidy. That fears of "windfalls" are not quite as unfounded as you would have your readers believe, we refer you to the article by Charles Grutznier appearing in the *New York Times* of Oct. 2, 1954, entitled "Huge Yield on 'Slum Clearance' Cited at Senate FHA Hearings." There is no question, of course, that redevelopment must be sufficiently attractive to induce private builders to enter this area of operation, but when any profit or benefit is attained at public expense, it is certainly not unreasonable to provide adequate safeguards against unconscionable profits and other forms of exploitation.

The scandals involving FHA and private builders in the highly touted 608 program are still coming to light as Congressional investigators proceed. The lack of vigilance on the part of public officials and the willingness of some private builders to encourage venality have done inestimable harm to the nation's housing program and to the public's faith in its officials and the building industry. I do not intend to be pilloried later for lack of vigilance in protecting the public interest.

It is my belief that much greater harm will be done if similar "windfalls" are allowed in

*continued on p. 108*

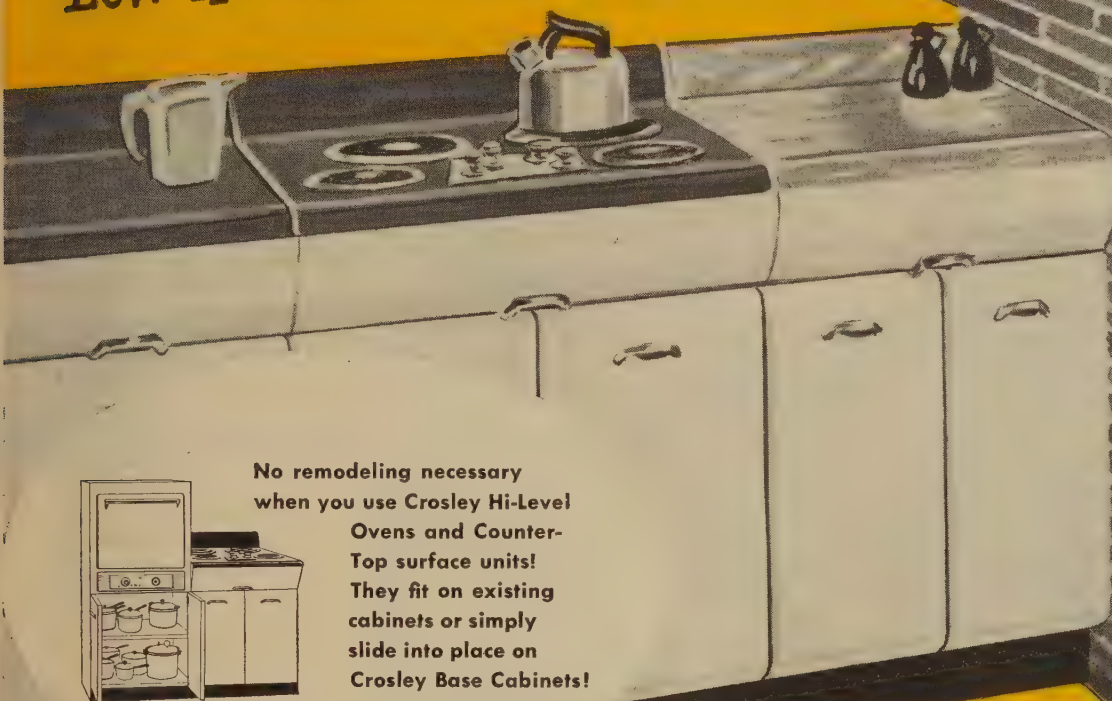
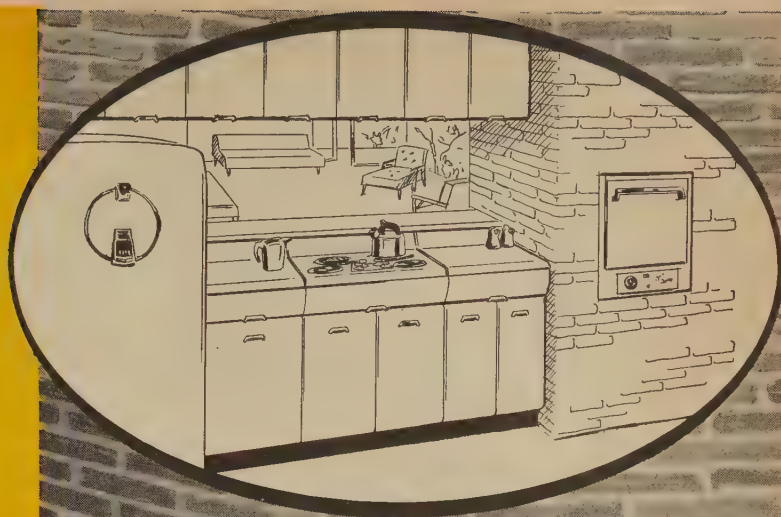


# New!

## CROSLEY

INSERT OVENS  
COUNTER-TOP SURFACE UNITS  
HI-LEVEL OVENS

Low in cost! Easy to install!



No remodeling necessary  
when you use Crosley Hi-Level  
Ovens and Counter-  
Top surface units!  
They fit on existing  
cabinets or simply  
slide into place on  
Crosley Base Cabinets!

Here's modern beauty and convenience! Crosley Insert Ovens are available in stainless steel, white porcelain enamel, and the new color sensation...Copper-Glo! In any case, Crosley means quality . . . always!

Home buyers want—in fact, are demanding—built-in ranges! They want the convenience and smart appearance of a waist-high oven and counter-top range. And alert builders have been quick to realize that buyers' demand for well-designed, quality-equipped kitchens is the key to fast sales!

Crosley, of course, means quality and excellence of design. For example, note the location of the controls on the Insert Oven—under the door, unexposed to blasts of hot air and cooking vapors. Crosley means reliable distributor service, too! Your Crosley and Bendix distributor is the *only* single source for *all* your kitchen and laundry equipment. Call him today!

**CROSLEY and BENDIX**  
HOME APPLIANCES DIVISIONS  CINCINNATI 25, OHIO

Builder Dept. HH-55  
Crosley and Bendix Home Appliances Divisions  
AVCO Manufacturing Corporation  
1329 Arlington Street, Cincinnati 25, Ohio

Please send me more information on the complete line of Crosley Built-In Range Units.

Name \_\_\_\_\_

Street & No. \_\_\_\_\_

City \_\_\_\_\_

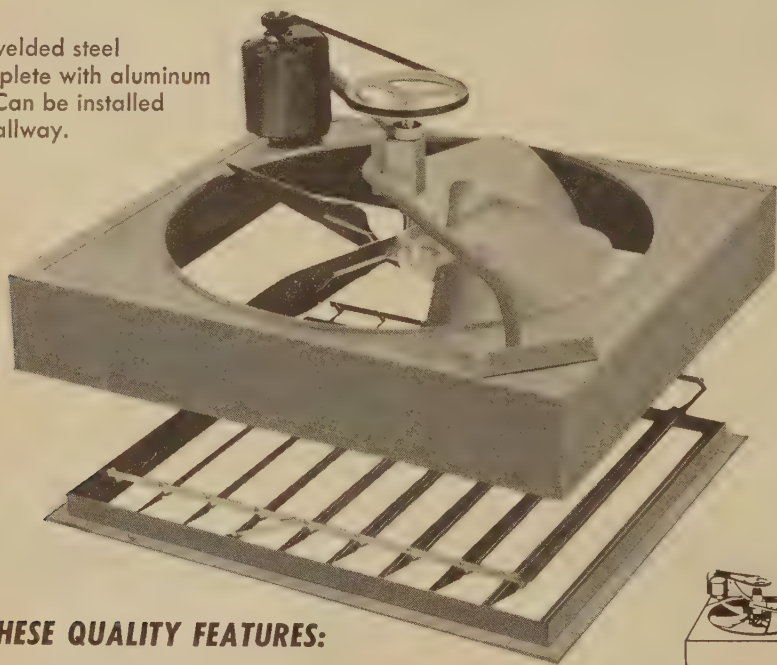
Zone \_\_\_\_\_ State \_\_\_\_\_





with a new low cost for the multiple-unit purchaser

32" all-welded steel fan, complete with aluminum shutter. Can be installed in 36" hallway.



#### CHECK THESE QUALITY FEATURES:

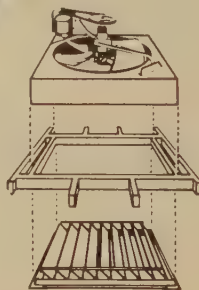
- G. E. ALL-ANGLE MOTOR
- PERMANENTLY-LUBRICATED BALL-BEARING BLADE SHAFT
- MOTOR NEEDS NO FURTHER OILING
- COMPETITIVELY PRICED

- PFMA Certified Air Delivery
- Factory-To-User Guarantee

**Reed** UNIT-FANS, INC.  
NEW ORLEANS, U. S. A.

#### Simplified Installation:

1. Cut well hole opening.
2. Place fan in position on joists and headers.
3. Connect to wiring.
4. Fasten shutter to ceiling.



**Write Today for Details and Specifications:**  
Reed Unit-Fans, Inc., Dept. HH5  
1001 Saint Charles Ave.,  
New Orleans 8, La.

Please send me full information about the Reed Suburban Attic Fan.

Name .....  
Company .....  
Address .....  
City ..... Zone ..... State .....

#### LETTERS *continued from p. 106*

the urban renewal program since urban renewal is of far greater importance than the 608 program ever was.

FRANK P. ZEIDLER, mayor  
City of Milwaukee

• Mayor Zeidler's blameless motives also reveal an active political sense. The possibility of corruption is one of the many things that makes urban renewal so difficult. HOUSE & HOME has never defended "windfalls," in the sense of unethical profits which Mayor Zeidler apparently uses. But it is clear that imposing restraints on developers which exceed those found in normal realty operations will inhibit urban renewal just as surely as an uphill trough inhibits the flow of water. Urban renewal projects, moreover, involve a reversal in trend and hence extra risks. A deal once made had better be left alone if cities hope to arrest the drift of business and middle-class families toward the suburbs.

It is noteworthy that urban renewal projects under FHA Sec. 220, if any, will be subject to strict antiwindfall regulations at FHA's hands. Not only will projects be subject to cost certification and repayment of any mortgage proceeds above the allowable loan ratio, but FHA has said it will not permit land to go into valuations for more than the redeveloper paid for it.—ED.

#### SIXTEEN WAYS

Sirs:

I wonder if it would be possible to get about ten reprints of your wonderful article on "Sixteen ways to build better for less" which appeared in your March, 1955, issue?

We have a client who is just starting on the Lu-Re-Co system and I would very much like to have this article for his salesmen to carry with them.

DAVID E. WAGENSELLER JR.  
Foltz-Wessinger Inc.  
Lancaster, Pa.

Sirs:

... The kind of information that everyone in the industry is interested in.

H. G. ARANDA  
Advertising Dept.  
Fastener Corp.  
Chicago

#### STANDARD SETTER

Sirs:

I read your Round Table on a thermal construction standard (Jan. issue) with great interest because our magazine reaches warm-air heating and air-conditioning contractors. All of them are interested in setting higher standards, as it proposed.

Would you and Professor Hutchinson keep us posted on any further developments?

CHARLES BISHOP  
Snips Magazine  
Chicago

*continued on p. 112*



A  
Sales  
Feature  
Everyone  
Wants

## ... More Storage Space with **GLIDE-ALL®** Sliding Doors

With home buyers demanding plenty of handy storage space, every day more and more architects and builders are specifying Glide-All Sliding Doors. Why?

For these simple reasons: Glide-All Doors make it possible to have floor-to-ceiling, wall-to-wall expansive wardrobes, huge closets tucked in corners of small rooms, full-length, full-height hallway storage space, large entrance-way guest closets in confined quarters, and in many other waste-space areas. Glide-All Doors save construction time and dollars, too . . . they're installed quickly, adjusted easily to fit the opening, decorated with the wall, and they give a life-time of trouble-free performance.

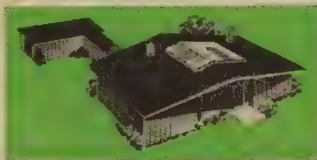
With Glide-All Sliding Doors in your plans you're sure to meet the popular demand for ample storage space . . . and save time and money. They are available in standard 8' and 6' 8" heights, flush or recessed panel models, overhead or bottom roller types . . . and in special sizes for unusual jobs.

**Write for complete details, specifications and prices.**

*Glide-All Doors are produced in 6 modern plants across the Nation . . . available from distributors throughout United States and Canada.  
For complete information write plant nearest you.*

GLIDE-ALL SLIDING DOORS ARE A PRODUCT OF  
**WOODALL INDUSTRIES INC.**

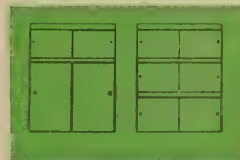
DETROIT 34, MICHIGAN



**The Midwestern House**  
**Architect:** Norman Nagle,  
A.I.A., Minneapolis  
**Builder:** Town Development  
Corp., Chicago

*Glide-All Sliding Doors were selected for this prize Hotpoint  
Living Conditioned Home for 1955.*

**Glide-All Doors** come in Junior sizes, too . . . in a range of sizes. Complete, ready to install, they convert waste areas into handy small storage space.



CHICAGO, 3510 Oakton St., Skokie, Illinois  
CLEVELAND, Ohio, 1890 Carter Rd.  
EL MONTE, Calif., 801 West Valley Boulevard  
LAUREL, Miss., P.O. Box 673  
NEW YORK, Glen Cove Rd., Mineola, N. Y.  
SAN FRANCISCO, 1970 Carroll Ave.



# plan for CULLIGAN soft water IN YOUR MODERN NEW HOME!



Four million people daily enjoy the benefits and economies of Culligan Soft Water. It's better to live with, better to work with. Every member of the family enjoys the luxury of clear, filtered, sparkling soft water . . . delightful for bathing, kind to the skin, marvelous *wherever* water is used in the household.

## Today's modern home is designed for soft water

Just as with wiring the modern home for electrical appliances, designing the plumbing for water conditioning makes it real easy for a householder to install water conditioning equipment where it is needed. You see, a lot of the water for household use (such as lawn sprinkling) does not require conditioning. By designing the plumbing system in advance, a water softener can be attached to provide clear, filtered, sparkling soft water wherever it is needed . . . in the kitchen sink, in the bathroom, and in the laundry. By planning for Culligan Soft Water, the sales appeal of tomorrow's home can be greatly increased throughout America's vast hard water areas.

## Water conditioning consultant service at your request

See Architectural File 27 b/Cu, Sweets Catalog for detailed information about Culligan products and services. The engineering and research staff of the Culligan Soft Water Institute, as well as its laboratory facilities are available upon request through your local Culligan Dealer.

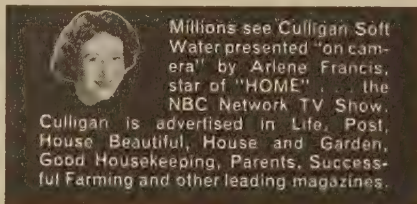
## SOFT WATER WORKS WONDERS ALL THROUGH THE HOME

# Culligan®

the greatest name in water conditioning

**CULLIGAN, INC., Northbrook, Illinois**  
Gentlemen: Please send your new fact and data folder for architects and builders. There is no cost.

Name.....  
Firm.....  
Address.....  
City.....Zone.....State.....



VISIT THE  
CULLIGAN EXHIBIT  
AT THE  
NATIONAL HOUSING  
CENTER,  
WASHINGTON, D.C.

## LETTERS *continued from p. 108*

### PLAIN OR FANCY?

Sirs:

This excerpt from a speech I made in 1951 may be of interest in connection with your article "Does modern have to mean plain?" (Feb. issue):

'You may know that I like bright work with pure colors. [But] experience has taught me that finish in plaster is not very durable: it cracks and costs a lot to maintain.

'One of my principles is that architecture must look well even when it is not well maintained. I need not tell you that many modern buildings have lost their good looks because of the shortcomings of the materials used. This, in my opinion, is no recommendation for the new architecture: neither now nor for its future.

'For that reason I endeavored in the Shell Building [at The Hague] to achieve colorful and bright effects using durable materials. So the walls are of good, light-colored bricks; in important places in majolica colors.

'The ornament is not used to conceal mistakes in architecture; the building itself could do without it, but it stimulates its meaning. It is—to quote Frank Lloyd Wright —of the building, not on it.'

J. J. P. OUD  
Wassenaar, Holland

• Mr. Oud is one of the great pioneers of the modern movement in architecture.—ED.

### ELECTION RETURNS

Sirs:

I was disturbed when I found this on p. 38 of your February issue: "Third candidate, Joseph Haverstick, switched his support to Burkhard at the last minute."

Although there were rumors that went around to the effect that I had agreed to support both candidates at different times, actually at no time did I give anyone an indication that I would throw my lot with either Paul or Earl.

You folks do a wonderful job for the building industry. I greatly appreciate it.

J. B. HAVERSTICK, first vice president  
NAHB

### CURE FOR CRACKS?

Sirs:

Your article on split-level houses (Feb. issue) makes us think you might have a solution to an important problem in St. Louis County and the surrounding territory.

Our surface soil consists of heavy tenacious clay generally called "firebrick" or "aluminum" clay. In spring it becomes saturated and expands with apparently irresistible pressure. During midsummer it dries to considerable depth, becomes very hard and cracks severely.

*continued on p. 118*



The cracks frequently exert themselves on houses and crack them open as wide as two inches from foundation to roof. This happens even with strongly reinforced concrete foundations.

All contractors and architects facing this condition would appreciate any information you can give us on this problem.

RICHARD E. HOLEKAMP, vice president  
Holekamp Lumber Co.  
Kirkwood, Mo.

TIME WASTER

Sirs:

Formerly the houses in HOUSE & HOME were outstanding. The house by Mr. Breuer (March issue) is of the same high standard. The rest of the issue is a waste of time from my point of view. The problems of the speculative builder are not mine.

The whole effort of the magazine is aimed at selling more and more houses.

As Mr. Yeager's house designer I no longer feel the need to read your magazine.

SUZANNE G. GOODRICH  
House designer for Roland A. Yeager, AIA  
Rochester, N. Y.

KUDOS

Sirs:

Your article "How two young builders sell 1,500 houses a year without FHA or VA" (Feb. issue) is a masterpiece. Please send me two copies.

FREDERICK S. HARRISON, AIA  
Sacramento, Calif.

Sirs:

The capital gains angle of the Hadley-Cherry operation in California is especially interesting. We are considering construction of housing in small towns in Wyoming and plan to write to Hadley-Cherry about it.

JAMES H. SHEPARD  
Cody, Wyo.

Sirs:

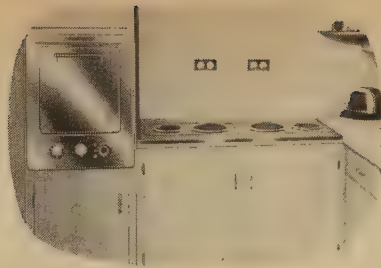
We feel that this article would be very helpful to a number of small builders we finance. If you are anticipating reprinting it we would like to get copies.

EARLE A. DANIELS, vice president  
Los Angeles Federal Savings & Loan Assn.

Sirs:

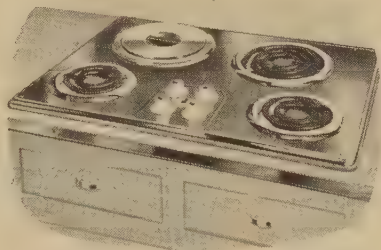
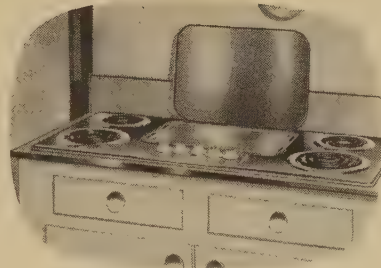
"Report from air-conditioned village" (March issue) is the most informative and comprehensive report that I have read on this project.

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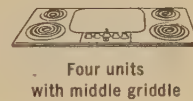
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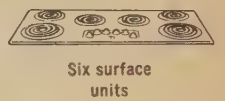
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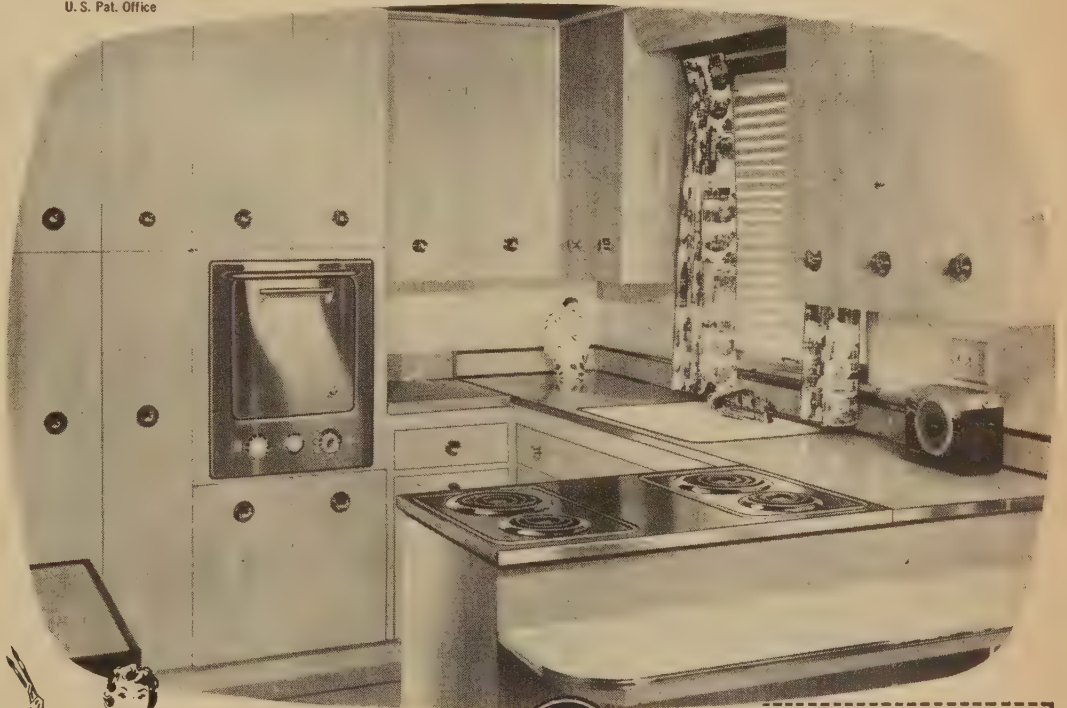


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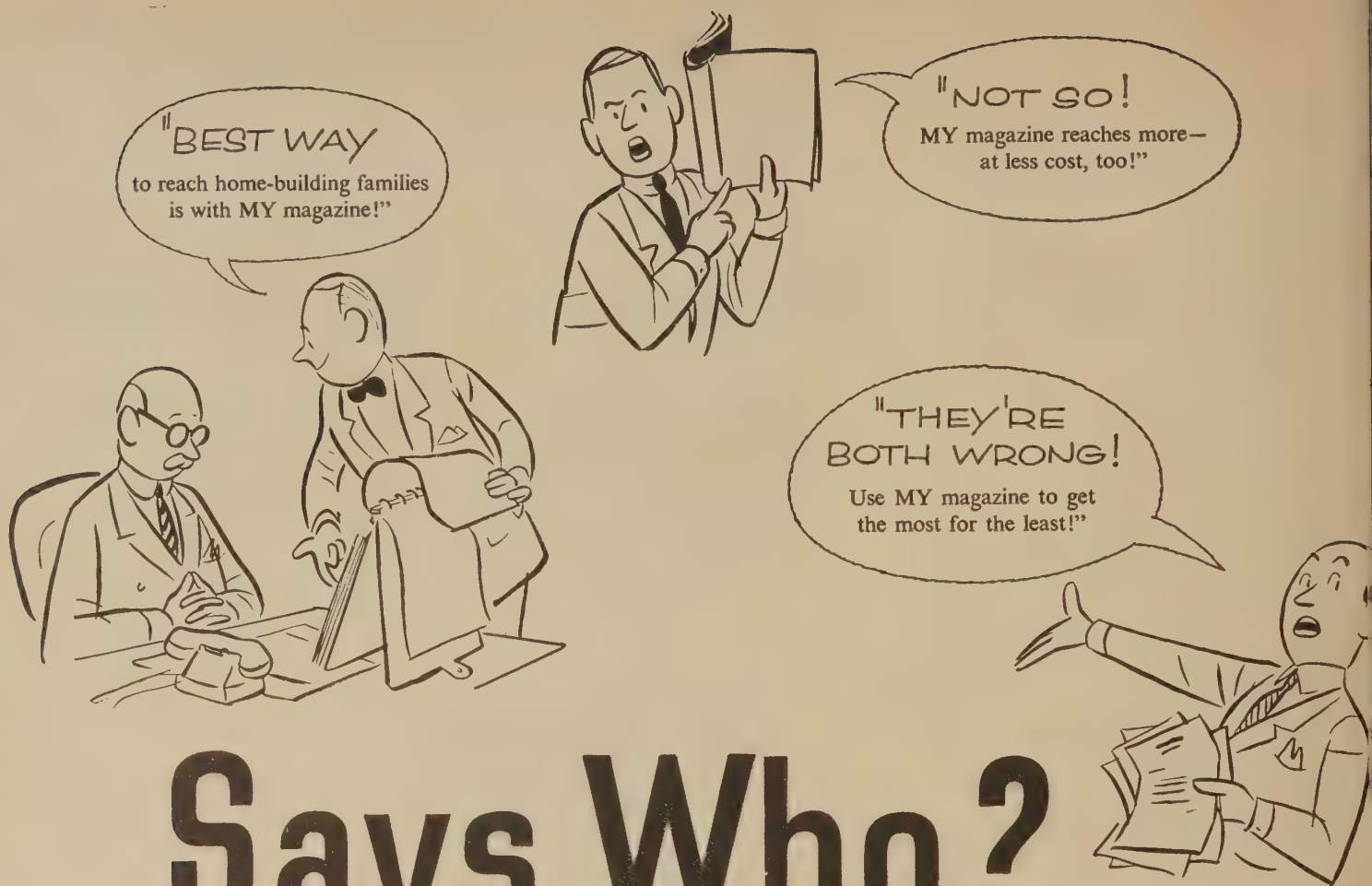
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3-990





# Says Who?

asks Better Homes & Gardens

What are the facts about magazine influence with the home-building families of America?

If you spend money in magazine advertising—as you should—to reach the home-building families of America, you want the maximum return on your investment.

And you'll agree, we feel sure, that the power to produce, of *any* magazine, with these families depends not only on *how many* it reaches, but also on the *influence* it has with them.

So, when you hear or read statements about the influence of a magazine with home-building families, better ask, "Says *who*? What are the facts and figures behind these claims?"

Now you would naturally conclude that Better Homes and Gardens—by its very title and its 4,000,000 ABC circulation—must reach a whale of a lot of home-building families.

But how many—and at what cost—compared to other magazines?

## What do the figures show?

On the following pages, we give you the

figures of a mail survey conducted by the F. W. Dodge Corporation, the universally accepted authority on statistics of the building trades. The survey was made among families building new homes for their own occupancy—homes costing over \$8,000.

The national sample was large enough, and distributed so as to leave no doubt as to its accuracy and validity. The F. W. Dodge Corporation surveyed 1,000 home-building families in the 37 Eastern States—and 293 in the 11 Western States, using sample developed by Bee Angell & Associates.

The returns were 82%—well above the minimum generally regarded as sufficient to insure validity.

This 1954 survey was the sixth successive time that Better Homes and Gardens came up on top. The other surveys were conducted in 1938, 1940, 1941, 1946, and 1948, all by F. W. Dodge in the 37 Eastern States.

The charts which follow are extremely

important to anyone wishing to reach families building new homes. They show not only which magazines are *read*—but also which magazine would be *preferred* by both husband and wife IF IT WERE THE ONLY ONE AVAILABLE DURING THE PERIOD OF PLANNING AND BUILDING THEIR NEW HOME!

## How much more money must you spend for just a little more coverage?

You should also study the duplication figures. See how completely BH&G covers your home-building market; how alone BH&G can carry the entire advertising load in the most effective way and with the most *efficient* expenditure of advertising dollars. Then ask yourself the question, "Can I afford the high cost for the little additional coverage I can buy after I use BH&G?"

The answer becomes inescapable—Better Homes and Gardens is far-and-away the one magazine you need to reach and influence the new home-building families of America!



Published by TIME Incorporated

EDITOR-IN-CHIEF Henry R. Luce  
PRESIDENT Roy E. Larsen

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House & Home is published monthly by TIME Inc., Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y. Yearly subscription payable in advance. To individuals or firms (and their employees) engaged in building—design, construction, finance, realty; material distribution, production or manufacture; government agencies and supervisory employees; teachers and students of architecture and trade associations connected with the building industry; advertisers and publishers; U.S.A., Possessions, Canada, Pan American Union and the Philippines, \$6.00; elsewhere, \$9.50. Single copies, if available, \$1. All copies mailed flat. Please address all subscription correspondence to House & Home, 540 N. Michigan Ave., Chicago 11, Illinois. When ordering change of address, please name the magazine and furnish an address label from a recent wrapper, or state exactly how the magazine is addressed. Both the old and the new address are required. Allow four weeks for the change. Copyright under International Copyright Convention. All rights reserved under the Pan American Copyright Convention. Copyright 1955 by TIME Inc.

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## 39 NEWS

## 102 EVENTS

## 106 LETTERS

## 124 EDITORIAL—Why we must crack the replacement market DIRECTORY OF HOME-SELLING-FEATURES PEOPLE WANT:

- 134 built-in color and built-in appliances
- 135 convenient, in-line appliances
- 136 a family-room kitchen, better dining space
- 138 a laundry that is conveniently located
- 142 lots of useful storage
- 144 a house on one floor
- 145 a living room with no through traffic
- 146 low upkeep: durable, easily cleaned floor, wall and work surfaces
- 148 a well-insulated house, efficient heating plant, weatherstripping
- 150 an air-conditioned house
- 151 a house that is light engineered
- 152 a well-engineered three-way-circuit system
- 153 planned storage in the garage
- 154 more durable materials
- 156 more living space, indoors and out
- 158 bigger bathrooms—and compartmented bathrooms
- 160 space for children, TV, informal snacks
- 162 a nice community
- 164 trees, landscaping and fences
- 165 a clothes drier and a fenced, living patio
- 166 zoned outdoor living areas

## 168 CONSUMER MAGAZINE REVIEW

## 176 TWELVE TOP SELLING TECHNIQUES

## 186 REVIEWS

200 SHARPSTOWN: FROM CATTLE RANGE TO BIGGEST NEW US COMMUNITY  
Frank Sharp opens a huge subdivision near Houston, is joined by a group of enterprising builders

224 IN DETROIT A MASS MARKET FOR QUALITY HOUSES  
Franklin Construction Co., Earl Rosin, architect, sells 200 houses in record time

## 264 NEW PRODUCTS

## 350 TECHNICAL PUBLICATIONS







*&H staff photo; architect: Ralph Fournier; builder: Burton Duenke*

**Here is the great new challenge to homebuilding:**

## How to sell houses like these

### **EDITORIAL**

This issue of *HOUSE & HOME* is dedicated to helping the homebuilding industry move in faster on a vast new market—a new market as big as the shelter market the builders have served so well in the past ten years.

Population growth is no longer the #1 factor in the housing market. Net new family formation has fallen far below the post-war peak, but the need and demand for good new homes is bigger than ever in every price range.

One reason for this record demand is migration. Millions of families are moving to distant states, moving off the farms, moving to the suburbs.

A second reason is the growing pressure to escape from segregated slums. Millions of minority families now crowded into such ghettos are straining at their racial barriers.

The biggest reason of all is the tremendous increase in our national income and the tremendous increase in the number of families who can afford far better homes. Each year now the number of families who can afford a quality house costing \$12,500 or more is increasing by more than a million, and each year the number of families who cannot afford such a quality house is decreasing by half a million.

Here is a golden opportunity for the homebuilders and their architects, realtors, mortgage lenders and suppliers to raise the whole standard of American life.





## to people who now own houses like these



The two great dangers facing the home-buying public and the homebuilding industry today are these:

1. The danger that the mortgage lenders may decide we are "overbuilding" and refuse to help us crack the replacement market with enough good houses to eliminate all the blighted units that should be taken off the market.
2. The danger that the government may decide, too, that we are "overbuilding" and impose some new selective controls.

If homebuilding should be held down anywhere near the level of net new family formation, how can America hope to junk the 6,000,000 old houses that are no longer fit for human habitation? How can the 6,000,000 families who are now forced to live in those slums move out into better homes?

For the first time since the Pilgrims landed on Plymouth Rock America has a homebuilding industry ready, willing, and able to build more good houses than we need just to keep up with population growth, an industry ready, willing, and able to end our 300-year-old shortage of good, up-to-date housing.

The faster the lenders and the government let the homebuilding industry build new quality homes, the faster slums can be vacated and the faster the American standard of housing can catch up with the rest of the American standard of living.



# Is the US overbuilt?

## Not as long as a vast new market is short of the kind of houses it needs

When a family moves from Portland, Maine, to Portland, Oregon, anyone can see what that means to the housing market: one less house is needed in Maine and one more house is needed in Oregon.

Today families are moving up from one income bracket to another just the way they are moving from one section of the country to another. And moving from one income bracket to another can affect the housing market just as much as moving from one town to another.

Just look at these graphs and see for yourself how fast families are moving out of the lower income levels so they can afford much better houses than they are living in now, how fast prosperity and increased productivity are wiping out poverty and raising incomes.

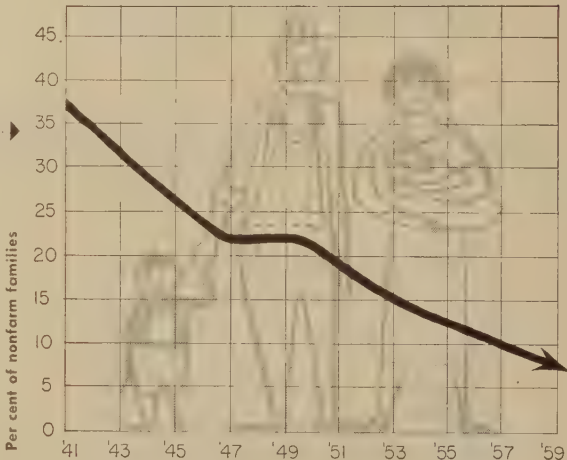
*This editorial was written in collaboration with homebuilding's #1 economist, Miles L. Colean*

### There are fewer low-income families

Just as there are fewer families living on farms now than 15 years ago, so there are fewer families with incomes under \$3,000 now than in 1941; i.e. fewer families who can't afford anything more than a \$7,500 house by FHA eligibility standards.

In 1941 there were 10,090,000 families with less than \$3,000 a year income (in 1953 dollars). In 1953 there were only half as many—5,233,000. By 1959 there will probably be only 3,000,000 left.

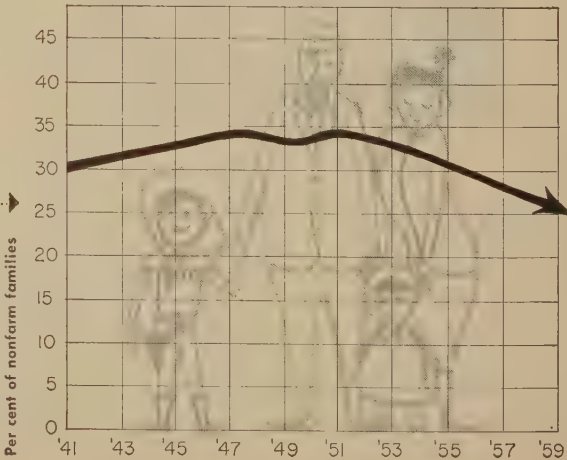
The under \$3,000 group is losing families fast



### Now look what is happening in the \$3,000-\$4,999 income market most builders have been serving

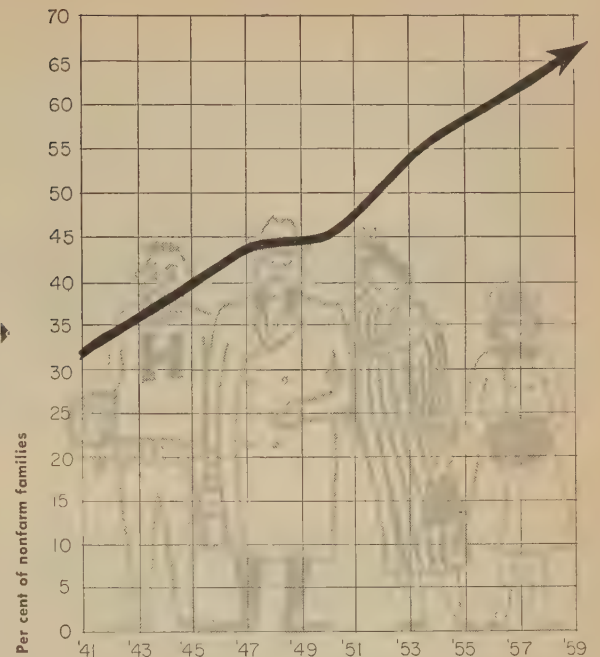
From 1941 to 1953 the number of families with incomes between \$3,000 and \$4,999 (that is, families who can afford houses between \$7,500 and \$12,500) increased by 2,950,000. But now families are moving out of the \$3,000-\$4,999 bracket faster than they are moving into it. They are moving up into the over-\$5,000 bracket faster than they are moving in from the lower bracket.

The \$3,000 to \$4,999 income group has stopped growing





Families earning over \$5,000 are growing fast



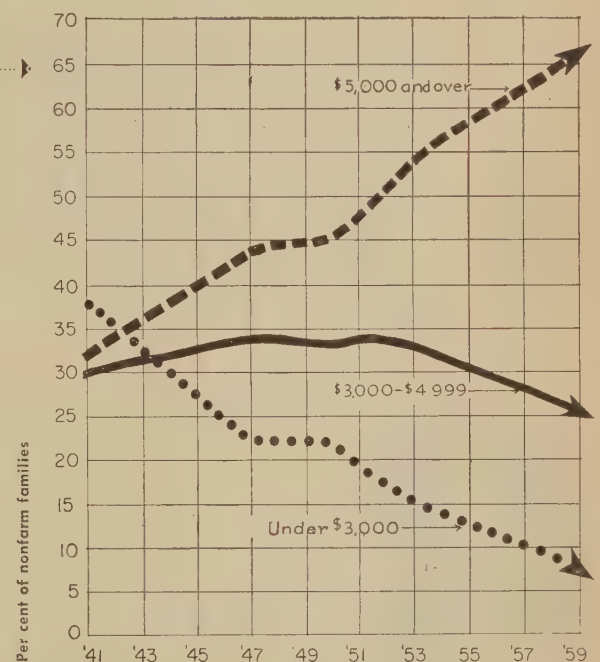
## Now see how the quality market is booming

Today all the increase is in the over-\$5,000 income group. Families are moving up over the \$5,000 income line so fast that this group seems to be growing twice as fast as the total. The number of families above \$5,000 seems to be increasing over 1 million a year, whereas the total may be growing as little as 500,000.

## Perhaps the lesson of all these figures will show more clearly on this combination graph

You can see at a glance that in 1941 there were more families with incomes under \$3,000 than over \$5,000. But now there are about four times as many in the over-\$5,000 group and by 1959 there will be over eight times as many families with over \$5,000 as under \$3,000.

Fewer low-income families, all the growth in the over \$5,000 group



## The new mass market is the quality house

We will have to build new, quality houses at the booming rate of nearly 1,000,000 a year to keep up with the fantastic growth in the number of families who can afford to pay more than \$12,500 for their homes!

So let's not be confused by talk of falling family formation. More families mean more sales only when they can afford to buy. It is quite possible for the number of potential buyers to increase faster than the total population.

From 1941 to 1953 net new family formation totaled only about 8,788,000 but that was not the important figure. During these years the number of families who could afford a house the homebuilders could afford to sell (families with incomes over \$3,000) increased by 13,645,000. That's why the builders were able to sell 10,000,000 new houses.

From 1953 to 1959 net new family formation may total less than 3,000,000. But the new house market potential seems likely to increase more than 5,000,000—for more than 5,000,000 families will move into the income group that can afford to buy new houses.

All that 5,000,000 net increase *and more* will be families who can afford to pay at least \$12,500 for a better house.

Nearly half of it will be families who can afford \$18,000!

Nonfarm family income in 1953 dollars\* before taxes  
Farm families and unattached individuals not included

	1941	1947	1950	1951	1953	1959*
Number of nonfarm families in thousands						
Under \$3000	10,090	6,979	7,451	6,499	5,233	3,000
\$3,000 - 4,999	8,143	10,590	11,219	11,849	11,093	10,000
\$5,000 and over	8,607	13,556	15,470	16,472	19,302	25,500
Total	26,840	31,125	34,140	34,820	35,628	38,500

\* All figures have been adjusted to 1953 dollars to avoid distortion by inflationary trends. Figures for 1953 are taken directly from the March 1955 issue of *Survey of Current Business*, official publication of the US Department of Commerce. Figures for 1947, 1950 and 1951 are from the same source adjusted to 1953 dollars. Figures for 1959 are House & Home's projection of these 1947-1953 trends. Figures for 1941 are based on material underlying Selma Goldsmith et al, "Size Distribution of Income Since the Mid-Thirties," *The Review of Economics and Statistics*, Feb. 1954.

All figures leave out unattached individuals because relatively few of them are prospective home buyers. None of the figures can be compared directly with the earlier figures quoted last November, which were for income after taxes.





Photo: Russell Illig



**Joseph L. Eichler, Palo Alto, Calif.:** "When I first started to build in volume in the \$18,000 to \$20,000 range, I figured I'd have to load the houses down with the utmost in selling features to move them. I was wrong about one thing: my skepticism. There is a solid market in this range. I know now we could have sold all our houses in Greenmeadow for as much as \$600 more. People who bought our houses were tempted out of their old ones by more space, better storage, increased convenience, outdoor living features. The majority of our buyers were 'trading up.' The average income of the first 150 buyers we had in Greenmeadow was over \$7,000."

H&amp;H staff photo

## MEYERLAND CO. Office



**Bert Williams, Fred Wall and Alan Huvard, Houston, Texas,** are all builder neighbors in the same subdivision, Meyerland. Says Williams: "There's a real market in the \$16,000 to \$20,000 range. The middle-income buyer wants everything that a \$50,000 house has except the space." Says Wall: "There are an awful lot of your executives with \$7,500 to \$9,000 incomes who want the refinements of an expensive house. After building in the \$25,000 to \$30,000 range, I'm convinced the market from \$16,000 to \$21,500 is enormous." Says Huvard: "The demand for a middle-priced—\$16,000 and up—GI house has never been covered in Houston. These houses have to be built in nice communities; you can't put them up next to too cheap and small houses. We think the answer to where to put them is in a community planned from the beginning—from siting to landscaping—and up-to-date design."



H&amp;H staff photo

## All over the country

Photo: Gladser Studio



Photo: Julius Shulman



**H. Cedric Roberts, Burbank, Calif.:** "Developers must build up to the level of today's quality- and space-conscious buyers: veterans are older, their families larger, their incomes higher. All home buyers today are spending more of their incomes to get more space, built-in equipment, facilities for outdoor living. In building our larger houses we believe it is important that they be liked and lived in happily for years. Houses, not terms, sell today."

Photo: John Henderson



**Les Taubman, Detroit:** "Two years ago I figured there was a huge market in the \$20,000 range. I convinced several associates who were building lower-priced houses that we could shake up the market for bigger and better houses if we built them in volume. Our sales success in Franklin Knolls (complete story, p. 224) proves I was right. We've noted particularly that our customers, the second- and third-time buyers, want a house that is all on one floor."





Photo: Suter, Hedrich-Blessing



**Don Drummond, Kansas City:** "We misguessed our market and were selling too low. Our customers bumped us up from \$16,500 to the \$20,000 and \$25,000 bracket. We build about 60 contemporary houses a year and that kind of house is just as easy to sell for \$20,000 as for \$12,000. In selling modern design you are dealing with a real individualist and he wants a better house. All the builder has to do is build it."

## builders are moving up

John Engstead



Photo: courtesy Cliff May Homes



**Cliff May, California prefabricator:** "There is definitely a move up in price to a larger and better equipped house. Wherever our dealers offer several models, the best sellers are always the houses with the most area and the most equipment. This is true all over California and in Las Vegas, Denver and Dallas. People have the money for a better house and they're going to spend it for one that gives them things they never had before."

## Why haven't more builders tackled this rich and growing market?

Many smart builders have already upgraded their product and achieved a notable success in the quality house market (left), but there are several good reasons why more builders have not yet followed their example.

For one reason, the FHA mortgage pattern was designed and used until last September to make it hard to sell a house for more than \$10,000. The down payment on a \$16,000 house was eight times the down payment on an \$8,000 house! And FHA appraisal policy pushed the discrimination against quality still further.

For another reason, most builders have been too busy serving the shelter market.

But perhaps a bigger reason may be this:

## The new market calls for a new kind of selling

It calls for a kind of selling where terms may be less important than trade-ins, a kind of selling that calls for an industry-wide effort by builders, architects, realtors and suppliers to make people as dissatisfied with their present houses as the auto industry has made them dissatisfied with yesterday's car. For this new kind of selling, fresh styling and new features are essential.

And all the while the number of families who can afford better houses than they have is growing a million a year!

## The basic reason the new market calls for a new kind of selling is that the new market is a market of second-time buyers

Most of your prospects in the new market already live in fairly good houses or apartments—and three-quarters of them own their own homes. Renters are apt to move every two or three years, seeking nicer homes as their income goes up, but owners don't move that freely.

## Selling the new market means getting more owners to move

All this is almost the exact opposite of the sales problem in the shelter market. People who are just looking for shelter aren't worrying about how to sell their present home—they don't have one. Their biggest interest is low down payments and easy terms. They aren't looking for something new and better—they just want a home of their own, just like everybody else. But with a great many of your best prospects in the new market you will find:

1. You can't sell them a new house unless first you make them dissatisfied with their present housing by offering them something new and different and excitingly better.

2. You can't sell them a new house just by offering easy terms. No matter how easy your terms the monthly payments will probably be bigger if they move than if they stay where they are.

3. And if they already own a house, you can't sell them a new house unless someone takes their old house off their hands. You will find them much easier to sell if you take their old house in trade or find them a buyer. On the other hand, the equity in their old house should be more than big enough by now to provide the down payment for a better house.



## The builders can't crack the replacement market alone

Making a million home owners a year dissatisfied with their old homes and eager to move into new ones is a big job. It is so big that it is a selling job in which suppliers must take a leading part, and the builders will need all the help they can get from every other segment of the industry.

## Builders need lots of help from the realtors

In the shortage market, very little selling was required. But now the builders need the realtors' help on the trade-in problem. Builders need the realtors' help in picking the sales features that will make people trade their old house in for a new model.

And the builders can't sell tomorrow's market unless the realtors in their turn wake up and realize that the same old house they sold yesterday won't tempt the people who bought it to move out and buy again.

## Builders need lots of help from the mortgage lenders

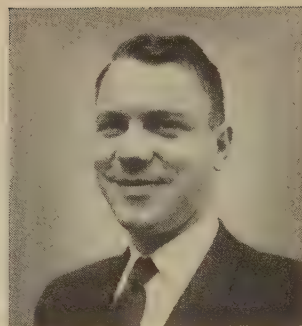
Above all, builders need the friendly help and encouragement of mortgage lenders who are aware of the urgency of raising the whole American standard of housing. For progress toward better housing in all price brackets can be stopped in its tracks if mortgage lenders are slow to adjust their thinking to market changes.

Progressive-minded mortgage men know that the house which sold well and proved to be a good risk ten years ago is not necessarily the best bet for tomorrow. They know that architectural tastes change, that it takes new and better houses to bring out second-time buyers.

## Builders need lots of help from their architects

Stock plans and \$25-a-house design standards won't make people dissatisfied with their old homes and make them ready to move. It will take all the architects' skill to work in all the better living the builders must offer without running up the cost, and the builders must be ready to pay their architects enough to command their very best effort.

The AIA is right in believing the great new challenge and opportunity for the architect lies in working with the merchant builder and learning the very exacting discipline of what the AIA calls "industrial design for the volume-built house."



**Realtor David Tips**, "Second-time buyers are coming out of small, cramped houses. They want bigger houses with more in them. Our idea is to sell the family that has a substantial equity in an old house and wants a bigger and better one. But we need the trade-in and plan to make full use of it.

"People have moved from the \$8,000 to the \$12,000 range and then to the \$15,000 range which is the fastest selling market today. The next step is to the \$20,000 or junior executive level. A new house we are selling at \$24,950 we believe is not too silk stocking even for the veteran who has not yet used his GI eligibility."

*H&H staff photo*



**Mortgage lender Robinson**

**Mortgage Lender Tom Robinson**, whose First Mortgage Co. of Houston is developing the 1,200-acre Meyerland subdivision (\$15,000 to \$20,000 houses abuilding), says: "In the insured-loan field most builders have been afraid to offer top quality houses. We've been lending a long time and we know that a lot of mistakes have been made: too many cheap houses in poorly planned communities.

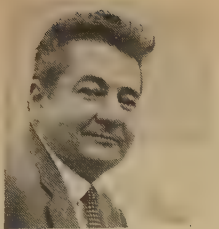
"In the past we were most active in conventional lending in the \$15,000 to \$20,000 range. Now we are trying to put top quality in FHA and VA houses. Our sales successes show we are on the right track.

"Take the case of one builder in Meyerland who sold ten houses even before he finished one. He had already made up his mind about the sales prices, but when he got his CRVs, he found his selling prices were \$1,500 to \$1,800 lower than the CRVs. He had never realized before that VA would give him credit for quality.

"We really have an educational program going in a practical manner. For instance: we set up a number of controls that had never been set up before in a subdivision in this price range: a master landscaping plan, architectural control, provision for an additional 4 mills per sq. ft. tax for the community services that have been our chief selling features. Yet I think we have only scratched the surface of what can be done all over the nation. Our builders are seeing the light and seeing it first."

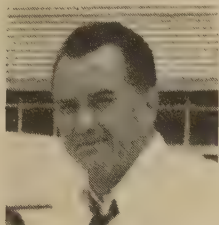


## Say builder-house architects:



**A. Quincy Jones, Los Angeles:** "The architect can prove that within the same budget he can produce the better houses which make the architect-builder team more in demand. A good house is better in a good community; so the architect should be in at the beginning."

*H&H staff photo*



**Bob Clemens, Houston:** "The market for a better, more durable house is already here if builders will wake up and realize it. In one tract we flushed out more well-heeled buyers than we ever thought existed."

*F. F. Zimmerman*



**George Hay, Media, Pa.:** "As incomes go higher, builders need to build better houses, particularly in metropolitan areas where the basic shelter market has been thoroughly saturated in the postwar years. The use of an architect's services is a must for builders in the \$20,000 range where buyers have always been design conscious."

*Ernest Braun*



**Bob Anshen, San Francisco:** "The architect's value to the merchant builder is the same as the designer's value to General Motors. Increasing the size and quality of a house adds little to basic costs. Standards of space convenience and utility should be upgraded all along the line."

*H&H staff photo*



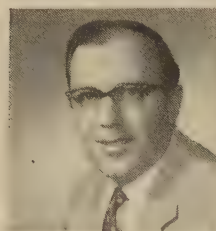
**Bill Jenkins, Houston:** "Many veterans never used their eligibility because too many GI houses were built as developments rather than communities. Today they can be sold a more expensive house—if it is put in the right place."

*Robert C. Lustman*



**Chuck Goodman, Washington, D. C.:** "The quality house market is lush, undeveloped and expanding. It is also the orphan of the homebuilding industry. It has been ignored by the mass producer of housing to his great loss. If the homebuilding industry is ever to become an industry in fact, it must satisfy the needs and desires of all income groups just as the auto industry does. And it will never become an industry in fact until it recognizes that architectural services of the highest type are essential to the quality house product. Sales appeal is not achieved by adding gadgets to a pedestrian product: sales appeal in a home is the fitting of house and land into a package of living so irresistible that people persuade themselves to feel they need it—almost against their will. A home-hungry people need just such an emotional experience."

*Wes Carolan*

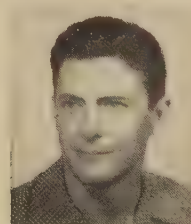


**Don Honn, Tulsa:** "We need more quality houses and fewer cheap houses. 'Quality' more nearly represents today's standards of living. Look at the auto industry: its optional accessories of today are the standard equipment on next year's models. Housing is beginning to take the same approach. Result: more houses more completely equipped for 1955's way of living."



**John Kewell, Los Angeles:** "Cracking the quality house market is a by-product of a natural evolution: after the initial postwar housing shortage was alleviated builders began teaming up with architects to get better design for better sales. As each improvement gains mass acceptance, the next features are more readily accepted. Many tract houses already look like custom houses."

*Cables Studio*



**Al Parker, Miami:** "The homebuilding industry has the privilege and responsibility to improve its product continually. Optimum living requirements must take precedence over the minimum requirements of the lending agencies to achieve this goal. The source of the quality house has been and will always be the architect."



## Look at all the new sales appeals you can use!

Architects and manufacturers have brought out enough new selling features to make most houses built before the war as obsolete as the Model A Ford and enough new appeals to outmode many of the 10 million new houses built since 1945.

All these new features can be built into a new house far more easily and far more economically than they can be added to an old one.

**Here are just a few of the features people want today that most old houses do not have:**

Most older houses don't have adequate wiring for today's electrical living. Adding adequate wiring to an old house would cost hundreds of dollars.

They don't have enough baths for today's bigger families and up-to-date baths to meet today's requirements.

They don't have kitchens planned and equipped for easy housework and servantless efficiency. And modernizing the kitchen can cost as much as the down payment on a brand-new \$15,000 house.

They don't have good-looking open kitchens where a mother can enjoy being with her family while she goes about her work.

They don't have convenient, spacious storage engineered into the walls to provide families with the facilities they need where they need them.

They don't have two living areas so two generations can live together in peace and comfort. They don't have either a room for television, or a room to get away from it.

They aren't planned to let people enjoy the outdoor living they moved to the suburbs to enjoy. Most old houses have windows too small to help bring the outdoors indoors. In many, the occupants can be just as cooped up as in city apartments.

They don't have adequate insulation, adequate overhangs. The older ones don't have efficient furnaces to warm them economically in winter, and few houses—post- or prewar—have air conditioning to keep them cool.

Most of them don't have a garage big enough for a little storage alongside today's bigger cars, let alone garage space for the second car that millions of families now consider a necessity.

**The new FHA mortgage terms offered through the new Housing Act of 1954 let you throw in all these new sales appeals in a \$16,000 house for a smaller down payment than you had to ask last year for a \$12,000 house.**

*The chief reason people give for preferring older houses to new ones is more space—just as space has proved to be the strongest sales point in the nation's best-selling houses. Fortunately, bigger rooms are almost the most economical thing a builder can add to a new house. For a direct cost of less than \$1,000 he can make his houses from 300 to 400 sq. ft. bigger!*

## 50 NEW SELLING FEATURES



*Photo: Julius Shulman, courtesy Popular Home, U. S. Gypsum Co.  
Architect: John Kewell; builders: H. Cedric Roberts & Sons*



**to obsolete millions of overage houses** →



# Women want glamour and

To sell the housewife

with a drab kitchen . . .



## Offer built-in color and built-in appliances

Of all the rooms in the house it is the kitchen that shows women how much better than an old house a new house can be. And above all color makes the difference between a drab old kitchen and a bright new one. At the 1955 builders' show in Chicago, the

big news was kitchens: nearly every manufacturer offered color and built-in appliances. If any builder doubts the sales appeal of color he should offer two kitchens—one with color, the other without. His women customers will sell *him*.

Co-ordinated colors set off tailored built-in appliances, below

Photo: courtesy St. Charles Kitchens





# conveniences they never had before

**To sell the housewife  
with odd-lot,  
poorly-arranged appliances . . .**



Photo: LIFE: Eliot Elisofon

## Install appliances like these in your kitchen

The kitchens below have far more than beauty. Their new, in-line appliances are so easy and convenient to use that any woman with a kitchen like the old-fashioned one above will want to move. The long, smooth work surfaces, the built-in stoves, dish-

washers, even refrigerators eliminate dust catchers, assure easy maintenance. These attractive kitchens also have springy, untiring floors, plenty of light where it is needed, ventilating systems that remove heat and smells and prevent build-up of grease:

House by Dean Coffman; photo: Frank L. Gaynor

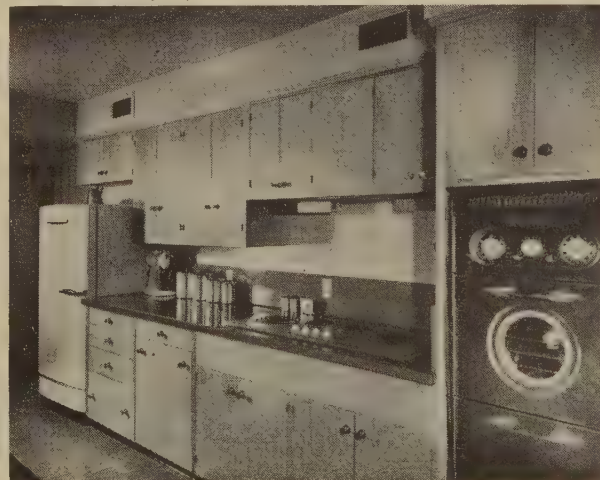


and utility of built-in appliances stand out here



Attractive G.E. kitchens drew crowds at Rich's store, Atlanta

Photo: Frank L. Gaynor; architect: Harold Ekman



Built-in oven and burners make for easy maintenance



## To sell the housewife with a strictly utilitarian kitchen . . .

A living kitchen like the one below is enough to sell a house. Many new kitchens have large dining areas to replace dining rooms. The new eating space may be far more useful. Even quite conservative houses are incorporating this planning idea. But where the dining area is separated, the kitchen can still be large, light and open. This is the kind of kitchen which will stimulate people to move out of old houses—people who won't move until they see a house that offers them a really new and more comfortable way of living. Any woman would enjoy these kitchens.

## Offer a family-room kitchen, better dining space



**Combination** family room and kitchen is in house by Architect George T. Rockrise for Builders Sharp & Robinson. Brick cooking wall screens off

living room on far side. Copper stacks are for barbecue, fireplace, oven. Family room is at left of the open partition; terrace at right.





Photo: Dearborn-Massar

**Pass-through** gives feeling of separation between kitchen and dining area in house by Architects Tucker & Shields.



Photo: Ernest Braun



Photo: Sid Brawer

**Family room** in California's Kovale house extends to include not only kitchen, but fireplace and long wall of glass, is best room in house.

Photo: Julius Shulman



**Wide-open kitchen**, informal eating area in this house helped make success of Wichita's Parade last fall. Ramey & Himes, architects.



**To sell the housewife  
who has lugged clothes  
to a dark distant laundry . . .**



LIFE: Jun Miki

Julius Shulman



Family-room laundry off kitchen was hit of prize-winning Wichita house by Architect Harold Himes

## Offer a laundry that is convenient

With too many builders, the laundry location is an afterthought.

So when it comes to laundering, poor housewife! Where do most builders make her do the washing? Down in a basement dungeon (cheap space). Or out in a hot, humid, frenzied kitchen (cheap, too, and "safe").

Even builders who are willing to "waste" a little money on a laundry seldom "waste" much imagination on planning it. They exile the housewife to a closet-size utility room already crowded

with furnace and hot-water tank, often cheerless and airless.

Fact is, there are at least ten possible places to put the laundry. All have advantages and disadvantages. A few housewives and fewer builders know what they are.

The smart builder who studies this amazingly neglected subject has a chance to swing many a touch-and-go sale by offering the housewife a new kind of laundry that can make her life much easier and more enjoyable.





National Homes puts it in the corridor



Westwood Homes insists on hallway location



In corridor of Robert Smith Wichita house

## Offer a corridor location near bedrooms and bath

Almost all women want a washer and drier, or one machine that does both. (A *Good Housekeeping* survey shows washer and drier are preferred over all other home appliances except range and refrigerator.)

Hallways are the best place for them, according to most studies made to date. At the Small Homes Council, three families tried out various locations for months; the hallway won because of availability and looks.

In several Oregon cities, Westwood Homes did much research into laundry locations, decided last year on an area in the hallway as near the source of soiled linen

as possible. Thousands of prospective buyers of the prefab houses were questioned about the hallway laundry. "We found that most people immediately felt this was the ideal spot," a Westwood executive says. "The few who were doubtful became entirely convinced when we explained all the advantages."

Disadvantages are few. Driers may have to be vented further, and folding or sliding doors cannot stop all the noise. But remember: most women launder four or five days a week, a little at a time, in the morning, when noise is not much of a problem.

## There are regional considerations

To some extent, climatic and other factors should be borne in mind by the builder in deciding where to put the laundry. Here is a breakdown of locations of washer installations supplied by one manufacturer (Frigidaire):

	New Eng.	Mid Atl.	E.N. Cent.	W.N. Cent.	S. Atl.	E.S. Cent.	W.S. Cent.	Mt.	Pac.	TOTAL U.S.
Kitchen .....	49.3	45.4	21.2	21.4	45.8	60.7	53.1	13.0	10.1	35.7
Basement .....	32.4	43.9	55.7	51.1	26.1	16.5	2.4	33.8	19.0	30.0
Utility room .....	8.5	7.5	17.5	17.3	5.8	13.9	10.2	35.0	26.0	15.5
Porch .....	—	—	1.1	3.1	9.4	5.1	7.2	11.7	27.1	8.1
Outside bldg. ....	—	—	0.4	1.0	6.5	1.3	15.7	1.3	14.3	5.4
Bathroom .....	4.2	0.4	2.2	1.0	1.4	2.5	3.0	1.3	0.8	1.6
Hall, misc. ....	5.6	2.4	1.5	5.1	3.6	—	6.6	3.9	2.3	3.1
Unknown .....	—	0.4	0.4	—	1.4	—	1.8	—	0.4	0.6

**There are many good locations . . .**





Modern Homes' bathroom-laundry arrangement got good reception

Photo: Ernest Braun



Upstairs laundry is preferred by Architects Campbell & Wong

## Put the laundry in a bathroom or even upstairs, instead of here

Levitt & Sons put a semi-automatic washer in about 1,000 of its \$9,000 Rancher house bathrooms in Levittown, Pa., later changed to kitchen location—but not because of any complaints. An H&H reporter interviewed many housewives who have lived with the bathroom laundry. Most said "I like it," though they wanted a fully automatic machine. Others with fully automatic machines in kitchens open to living area complained, chiefly about noise.

Bathrooms enlarged a few feet for washer and drier make excellent laundry rooms. There are few extra costs; noise, moisture and heat are not problems; there is room for soap, space for sorting—and, of course, this is a natural collection place for laundry.

In two-story houses, some builders and architects have found it desirable to offer an upstairs laundry. The bulk of linen and clothes to be washed originates in bedrooms. It is not hard to convince a woman of the time and energy she saves not having to carry laundry up and down stairs. Furthermore, it is a simple matter to hide machines, muffle noise in this location.

Photo: Gianas and Souris



Utility room laundries have some advantages—often offset by drabness, distance from bedrooms.





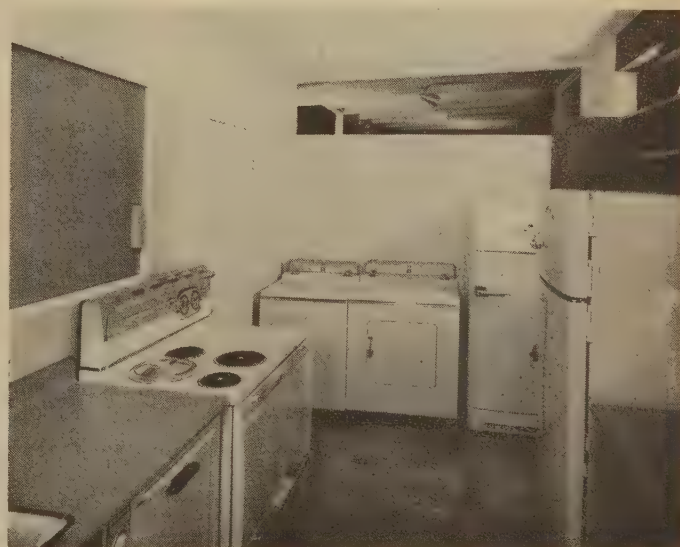
Don Scholz provides this attractive laundry in a well-heated garage

## Put the laundry in a garage or breezeway, instead of here . . .

In the Southwest and West, many of the biggest builders and top-notch architects make a hit with housewives by putting the laundry outside—on porches, in breezeways, carports, garages. The space is cheap; moisture, heat and noise cause no trouble; washers are close to clotheslines; children are in sight (and not much underfoot); kitchens are close by. As the figures on page 139 show, most laundries are already in this general area in the Pacific region now.

Elsewhere, weather is less helpful to laundry planners, and a heated garage location like the one above makes a lot of sense. For buyers of his handsome prefabs, Don Scholz puts the washer and drier in a garage attached to house. This becomes a family area; the laundry work can be done in pleasant surroundings.

Photo: Hawks-Terrell



Kitchen laundries can be too crowded, and too far from bedrooms. They add to the heat, moisture and noise.



LIFE: Herbert Gehr



**To sell families with small crowded closets . . .**

**Tempt them with lots of useful storage**

You can't give people too much of it.

They want more storage space in more rooms, in small houses and large houses. But they don't want frustrating catch-all boxes. Today's buyers are looking for properly designed (and especially properly sized) storage units.

Extra costs are largely balanced by the storage units' own advantages. Built-ins have insulating value. They save finishing costs on floors, ceilings and walls. They save new home buyers the cost of a lot of new furniture.

Take a look at the storage ideas on these pages. With power tools that are available today, any builder can quickly train a few men to build such units. Or he can buy a wide variety, ready-made from local and national suppliers.

Photo: Damora; architect: Hugh Stubbins



Bedroom storage wall has ample hanging space, different drawer sizes, dead storage above





Storage units form long room divider between dining area and living room of Wichita house



Continuous closets along a bedroom wall



Excellent storage under a sloping ceiling



Dead storage above, dresser drawers below mirror



## For people weary of climbing stairs . . .



Photo: Werner Wolff—LIFE

## Why not offer a house on one floor?

Why drive a woman stair-crazy?

Two-story houses mean stair climbing, plenty of it, often with the laundry or the vacuum or all the things that belong upstairs but find their way downstairs, and vice versa. Two floors mean stairs to navigate—by toddlers, by sometimes weary parents, and ultimately by the aged and infirm.

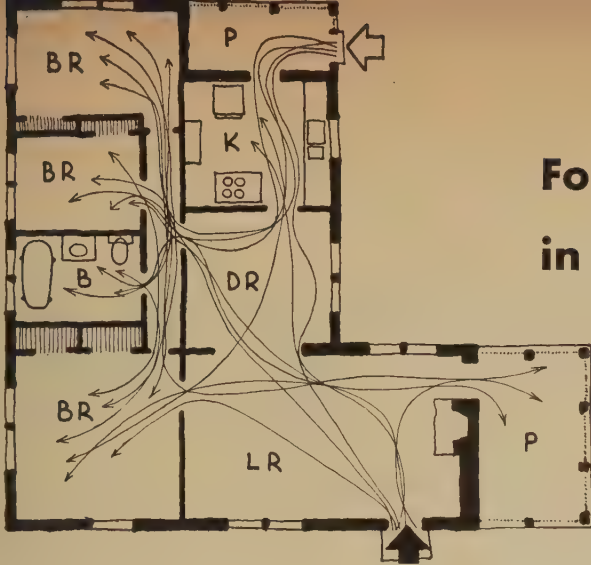
Better to offer one-floor living. Besides the day-to-day advantage, it means easier maintenance (painting window trim, putting up storm windows) and better access from rooms to outside living areas.

Photo: Charles R. Pearson; architect, Roger J. Gotteland



This one-level ranch house, built by E. C. Edwards in Seattle, eliminates stair climbing





**For people who live  
in a perpetual traffic jam . . .**

## **Offer a living room with no through traffic**

Much too often, a living room is the shortest distance between any other two rooms in the house.

Nobody wants a living room that doubles as a thoroughway. They want a dead-ended quiet zone. A room like the one below, which is entered from dining-family area off right, is easy to keep clean and in order, catches no mud traffic, permits maximum use of space, is easy to decorate. Carpets last longer in a room like this.

A well-planned living room looks much larger to the prospective buyers if it does not also serve as main traffic artery from front entrance to other areas of the house.

*Photo: E. Silva, courtesy of LIVING for Young Homemakers; architect, Bill Martin*



**This quiet living room** in a house in Atlanta is away from all through traffic





Photo: Mattie Edwards Hewitt

## To sell the woman with a house that needs three maids . . .

Housework is largely "do-it-yourself" these days, so the housewife's No. 1 question is: how easy will this house be to run? Every month new products appear on the market which make it simpler to keep the house spick-and-span: canvas-backed wall paper that is washable; wall paints that are impervious to cleaning solutions. Floor coverings needing minimum upkeep are available in cork, rubber, asphalt, ceramic, linoleum and vinyl. Counters can be hygienically covered with tile or one of the plastic laminates, or a flexible sheet material can be turned up at the back of the counter to form a seamless cove. To get interest up among your women buyers, keep maintenance down.

## Offer low upkeep: durable and easily cleaned floor . . .

Photo: Damora; architect: Huson Jackson



Smart patterns distinguish new lines of asphalt tile

Photo: Roger Sturtevant; architect: Gardner Dailey



Handsome hardwood floors stay neat with occasional waxing



Dirt-catching corners are eliminated by coved linoleum



Resilient cork floors offer durable comfort

Photos: Dearborn Messer, courtesy House & Garden;  
architects: Tucker & Shields



Photo: Ben Schnall; architect: Carl Koch



**Natural wall panels** can be finished in a variety of tough sealers.



Photo: Stoller, courtesy House Beautiful; architect: Harris Armstrong



**Water - resistant wall covering** washes easily, is colorful.

Photo: Dearborn-Massar, courtesy House & Garden; architects: Bain & Overturf



**Flecked paint** camouflages finger marks, is washable.

Photo: Richards Studio; architect: Robert B. Price



**Colorful tile** to ceiling is hygienic, lasts indefinitely, adds prestige.

## ... wall ... and work surfaces



Photo: Hedrich-Blessing; architects: George Fred Keck & William Keck



**Laminated plastic counter tops** resist burns and stains, come in cheerful colors



## To sell householders

## with high heating bills . . .

With proper insulation, even a small heating system can do the job that used to require a big one. Not only does adequate insulation reduce heating bills in winter—it keeps out the heat in summer. And it makes a house “tighter,” reducing wind leaks. To most buyers, a tight house is a well-built house.

In the University of Illinois Test House (Jan. issue) 3” of insulation was used in the walls (as well as double glazing), 4” in the ceiling, installed at a cost of only about \$240. What happened to the heating bill? It was slashed two-thirds—from about \$400 to \$150. Insulation can be a strong silent partner when you are selling a house. So when you insulate, use an adequate material, and install it properly.



*National News and Illustration Service*

## Offer a well insulated house

*Lenscraft Photos, Inc.; architect: Carl Koch; Techbilt, Inc.*



**Shiny metal insulation reflects heat, acts as vapor barrier**

*Meyers Studio, Inc.*



**Snug fastening is all-important with batts**



## Offer an efficient heating plant

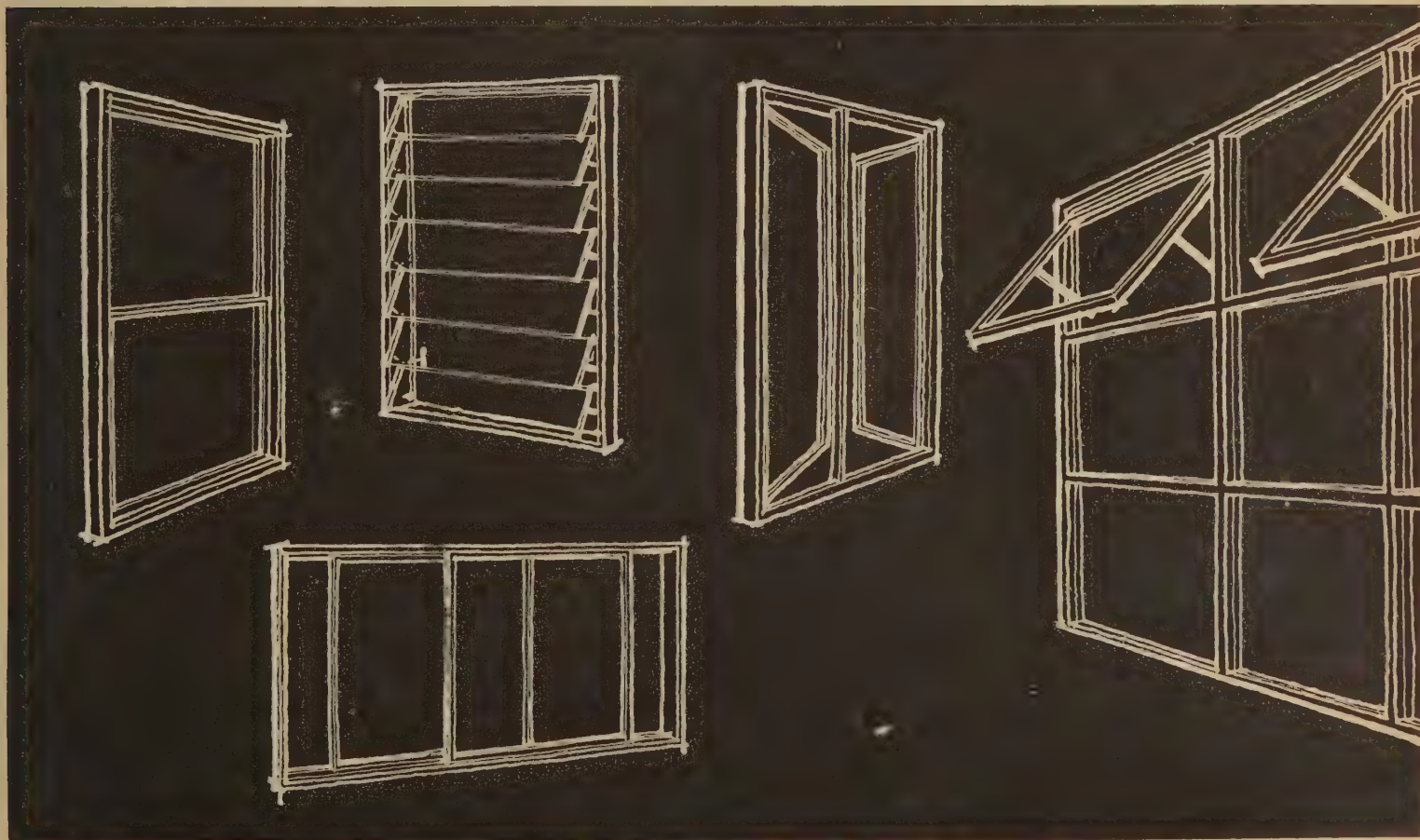
*Photo: Julius Shulman; architects: Ramey & Himes; builder: L. E. Gardner*



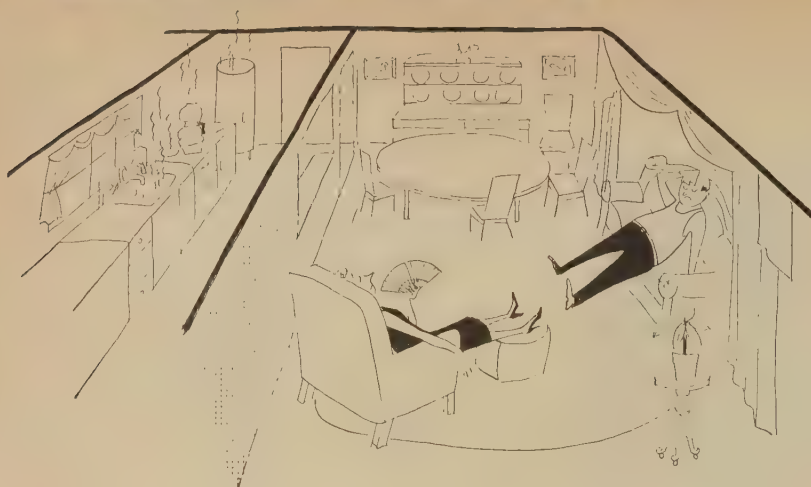
Modern units heat in winter, cool in summer, are neatly designed

If a good heating system depends on adequate insulation, it also needs thorough weatherstripping. Use interlocking thresholds under exterior doors and any of the first-class strips for your windows. These materials cost pennies, can be worth their weight in gold for buyers. Many windows (below) come weatherstripped.

## Offer a tightly weatherstripped house





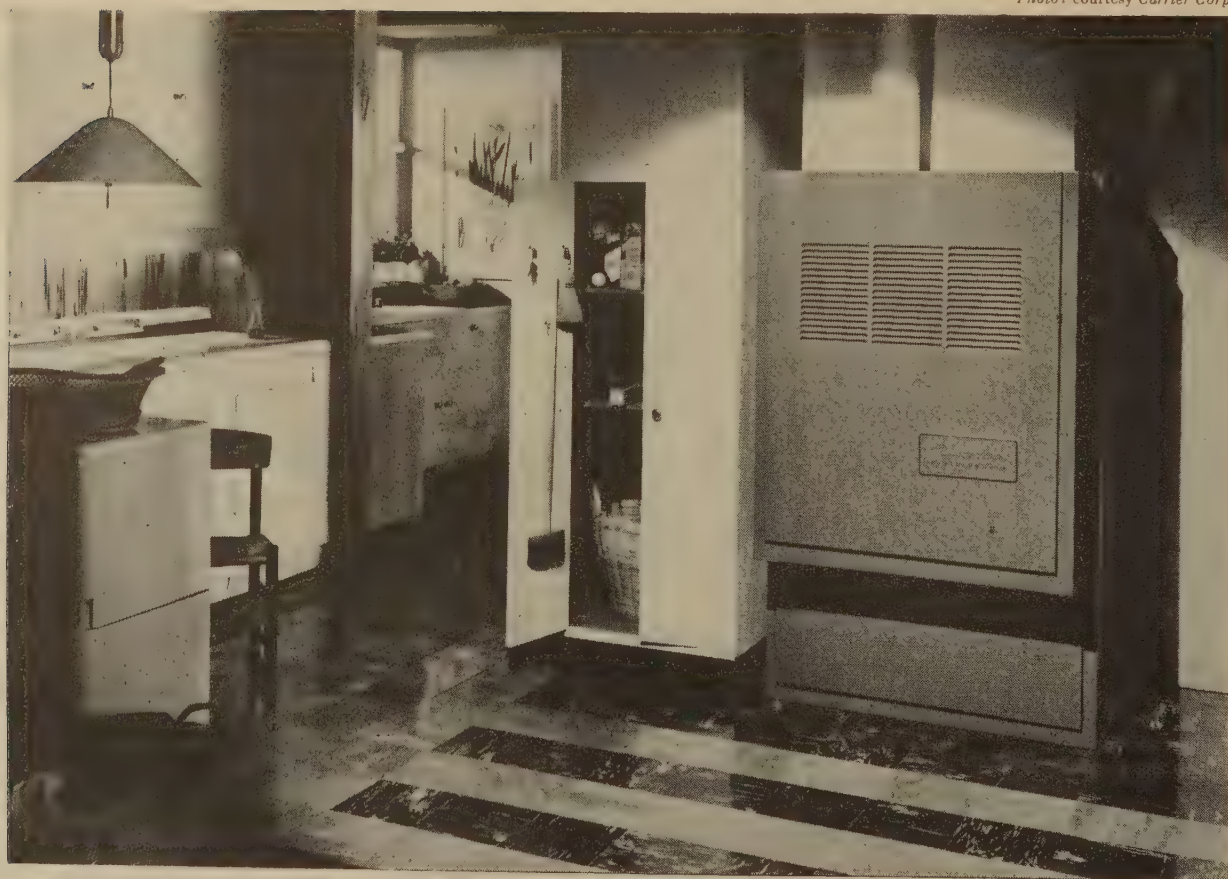


**To sell people  
who swelter in summer**

## **Offer an air-conditioned house**

People who live in air-conditioned houses say they would never live in any other kind (see March issue, p. 152). The builder with an air-conditioned house can show prospective buyers many more returns for his investment in equipment than cool summer comfort alone. The house stays clean and fresh longer, requires less interior maintenance. Owners eat better balanced meals and sleep better in the summer. The one person in ten who suffers from an air-borne allergy will jump at this relief. And surveys show that air-conditioned families suffer from fewer colds.

*Photo: courtesy Carrier Corp.*



Nearly silent units can often be installed in one corner of the kitchen



## To sell a family with a poorly lit house . . .



## Offer a house that is light engineered

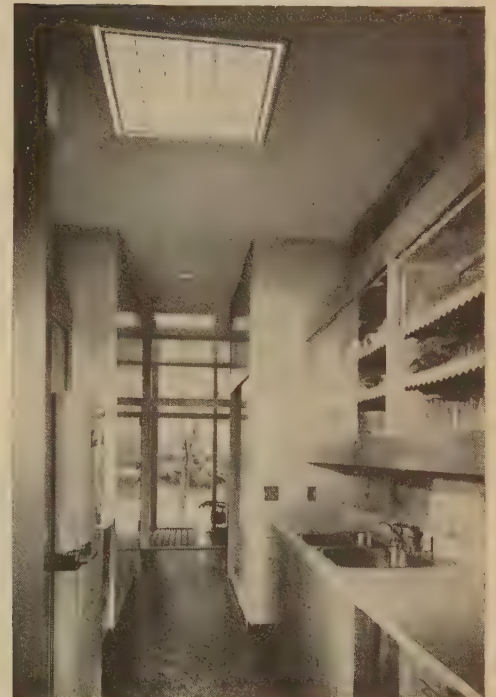
Not so long ago builders were content to provide some wall outlets, an inexpensive ceiling fixture or two, and let it go at that. Today people want well planned lighting. Local utility companies retain advisers who will do the planning, at no cost to the builder. These experts will recommend layouts including popular built-in features like valance and recessed lights for soft general illumination, special fixtures for "critical areas" like the kitchen counters. And every builder should plan the natural day-lighting of his house carefully. It will make his home look and "feel" better to prospective buyers.

*Photo: Roger Sturtevant; architect: John Yeon*



Soft general lighting with a "bright spot" for reading looks appealing at night . . .

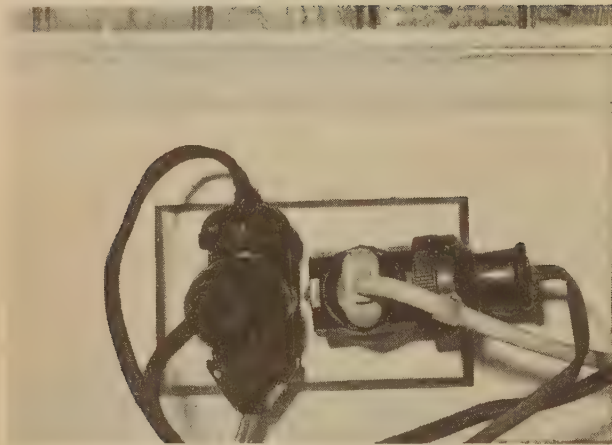
*Photo: Ben Schnall; architects: Gates & Ford*



Skylight makes a kitchen cheerful



Ike Vern—Pix Incorporated



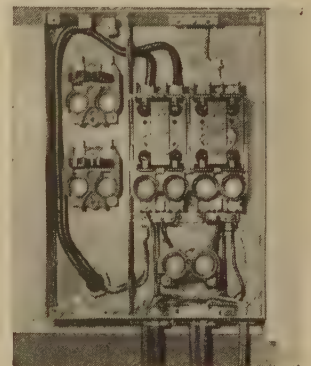
Housewives who used to put a penny in a fuse box to cure an overloaded wiring system are learning to appreciate what adequate wiring means and does.

The national campaign by the Adequate Wiring Bureau is literally forcing builders to level up to consumer education on wiring. Smartest and most economical action a builder can take about the big load his customers are putting on electrical systems with the multitude of new appliances is to use at least three three-wire circuits around his house, two at base-plug height (most houses have six base-plug outlets for every ceiling outlet) and one overhead circuit for attic fans, most interior partitions and overhead or cove lighting. Three-wire system advantages: double the circuits with the same wiring layout. It is also adaptable: 240-volt current is available anywhere in the house. Safer, too, for more capacity which rises 400% over two-wire systems.

**To cure a situation like this . . .**

**provide adequate wiring for the multitude of new appliances**

Meyer Studio



**A 100-amp.** service panel is one of the dividends from a three-wire system. The simplified system described above takes 23% less time to install, provides 50% more current (90 amps.), makes 240 v. available everywhere and can pay for a 100-amp. service panel to replace the 60-amp. service board. By using No. 12 instead of No. 14 wire (at a cost of \$5 more), capacity could be increased to 120 amps., a handsome dividend.



H&H Staff



And now we come to the problem of carport clutter or the grotesque garage. Scenes like the one at left are not uncommon. The fault is not with the family which owns this garage. Where else can they keep bulky, necessary adjuncts to family living like summer furniture, the lawn mower, garden hose, mops and brooms, refuse cans and do-it-yourself tools? The garage is the most likely location. Since open garage doors or carports expose such bizarre contents, the best answer is planned, protected-from-view storage. Since the area frequently doubles as play space for kids in wet weather, what better solution than to keep things racked up and closeted by shelves, doors, even drawers and pegs?

Look into the garage of the next new house you build and see how quickly the new home owner racks up a makeshift storage area that a builder could often supply from leftover lumber and idle-time labor. For good garage storage, see pictures below.

**To cure a situation like this . . .**

**provide adequate storage in garage or carport**

Frank L. Gaynor, courtesy Better Homes & Gardens

Designer: Russel E. Hughes; builders: Contemporary Development Co.



**Garages** are for more than cars. Off-season equipment like picnic items and luggage is stored behind sliding doors in garage (above). Heavier equipment like summer furniture, lawn mower are at lower levels. Carport (right) provides an outdoor hobby shop as well as convenient storage. Sliding doors would have been better than swinging doors to give a grocery-lugging housewife space tolerance to get past her car.







LIFE: Albert Fenn



LIFE: Cornell Capa



Black Star: Ralph Crane



Second- and third-time buyers don't just thump the walls or jump on the floors. They study and ask questions about things that have cost them back-breaking, tedious hours of labor—rusty gutters and downspouts, dampness in the basement, leaky faucets, door hardware that goes out of whack in several months, dry rot, vulnerability to termites, unsightly paint peeling, etc. etc. etc.

They want materials galvanized, plated, resin-coated, impregnated, durably painted or stained and bug-proofed. And even if they are not wise in the ways of lifetime lumber like redwood or versed with the knowledge of resiliency, heat bonding, porosity, a knowledgeable salesman should be able to rattle off advantages.

Quality-conscious manufacturers have long been wise to consumer consciousness about durability. Note how quickly terms like durability, long-lasting, lifetime, etc. follow beauty and color in their advertisements.

And don't forget those semimaintenance problems home owners are faced with: storing and installing screens and storm sash. Self-storing or combination units that withstand heat as well as cold are high on their priority lists. Last, but not least, how many builders who spend money and effort getting a good-looking front door make any provisions *whatsoever* for the skimpy and frequently ugly storm or screen door that hides it most of the year in any climate?

**For families beset with basic maintenance problems . . .**



Photo: Ezra Stoller; architects: The Architects Collaborative



## Offer more durable materials

Trim entranceway to this house makes a good point of lifetime materials and treatment. Hardware is small-scaled and noncorroding. Windows can be washed in two swipes. Wood can be painted from a standing position; vertical siding above hand reach needs no attention.





# People who live in a cramped box... want more living space, indoors and out

Space is a lot more than just cubage.

Granted that the greatest possible luxury you can offer a city dweller is space, that is only half the story. What you offer must be *useful* space—balanced, well-equipped and well related to adjoining space.

Take living rooms, for example: few families need living rooms bigger than 400 sq. ft. What they *do* need is a *second* living room—for kids to play in, for people to crowd around TV, for hobbies, for all the things that tend to clutter up and disarrange the formal living area.

Or take the garden: few families can really spare the time or the money to keep up lots bigger than 75' by 120'. What they need is better-planned lots for efficient outdoor use (see p. 166). They need lots screened for privacy, graded for proper drainage—lots that are an asset rather than a chore.

Elsewhere: bedrooms need not be bigger but they could be more useful if they had dressing alcoves; baths don't need to be much bigger but they ought to be compartmented. And so on.

Certainly all this adds up to more cubage but it is cubage wisely distributed, wisely spent, and easy to show off to your customers. For examples, turn the page.





housing 1955-60 5

**Well-planned, well-protected, well-graded and well-terraced**  
lot triples the living area of this builder house. Architect:  
John Kewell; landscape architect: W. L. Davies; builder: H. Cedric Roberts & Sons.

*Photo: Julius Shulman, courtesy: POPULAR HOME MAGAZINE—U.S. Gypsum Co.*



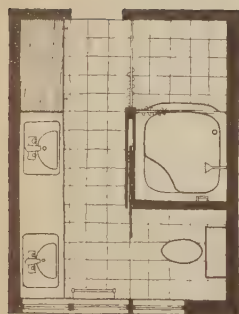


Photos: Suzanne Szasz



**Families that have to crowd into a 5' by 7' bathroom . . .**

**need more space—and in compartments**



Nowhere is the need for *useful* space more urgent than in the family bathroom.

In the old bath three entirely different fixtures, plus different storage units, were jammed into one minimum box. That type of compactness may make sense in the design of a submarine. But considering that the bathroom is just about the most expensive part of your house, it seems a pity to make it unusable.

By making the bath about 50% larger in floor area (an increase of only 1½% in the total cubage of a typical 3-bedroom house), you can divide it into a toilet compartment, a bathtub compartment and a lavatory compartment (see plan at left). Moreover, you can provide for generous storage of towels, etc., you can add a very useful second washbowl, and you can design your lighting, heating and ventilation to do specific jobs for specific areas.

Here are some recent examples; both from custom-designed architect houses, and from inexpensive houses built for sale!

Photo: Frank Lotz Miller



**More storage,** plus dressing room space. Curtis & Davis, architects. Mirrors increase sense of space.



Photo: Julius Shulman

**More privacy.** Partition between bathing and washing areas permits simultaneous use of facilities by several members of the family. Occasionally two adjoining baths can be linked for such flexible use. Ramey & Himes, architects.



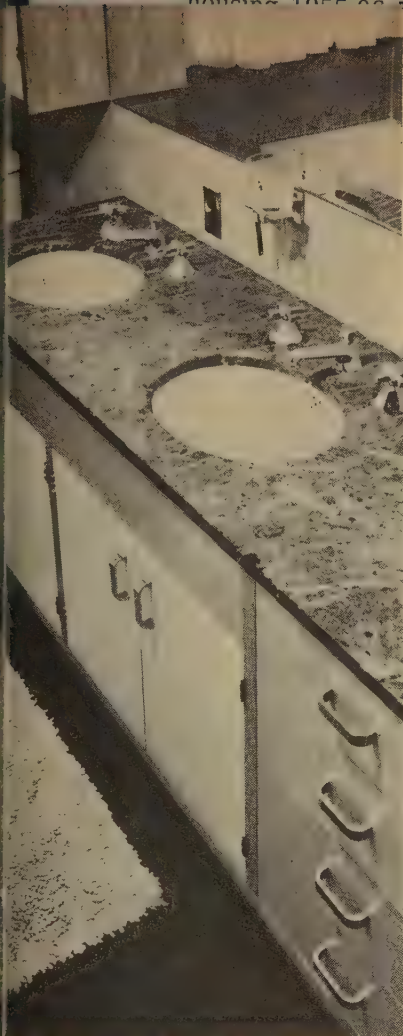


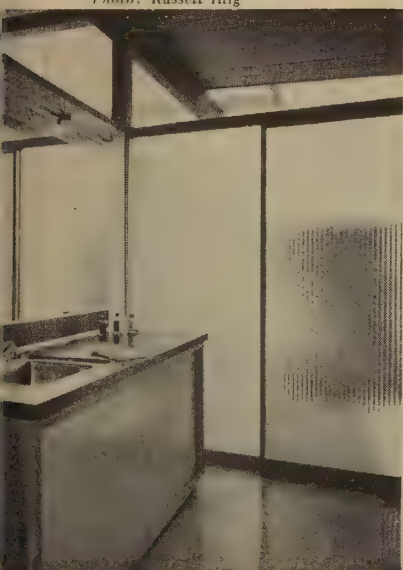
Photo: Damora

**More washing facilities.** One way of getting kids to school on time. Hugh Stubbins, architect



Photo: Ulric Meisel

Photo: Russell Illig



**More apparent space.** Mirrored medicine cabinets designed to cover entire length of wall create an illusion of greater space. Note supplementary electric heating panel in adjoining compartment. Edward L. Barnes, architect.

**More natural light.** Obscure glass wall insures privacy yet provides plenty of light. No need for curtains, little trouble with steaming up of glass. House for Eichler Homes; Anshen & Allen, architects.



Live: Myron H. Davis



The minimum houses of the immediate postwar years had bedrooms so small that you could barely go to sleep in them. So parents and children were expected to do all their relaxing, studying, eating, entertaining, reading, radio-listening and TV-viewing in the living room.

But then the living room was so small it could not possibly accommodate more than one of these many different activities at the same time.

The fact is that no one room—however big—could ever accommodate so many conflicting activities. The solution is not more cubage—it is more varied, useful space.

For example—a second living room: childproofed (i.e. with wear- and tear-resistant finishes); soundproofed (against excessive TV); easily controlled (so why not put it next to the kitchen?).

Or an enlarged corridor space—at least 6 ft. wide. Wide enough for an extra dining table for snacks; wide enough for a toy train or a play pen; illuminated from above through a large skylight or, better still (if the plan permits it), through a glass wall that faces the outdoor play area. This is cheap extra cubage—but valuable extra space. Here are some good examples.

## Parents who have had to surrender their living rooms . . .

need extra space for children,

TV, informal snacks

Photo: Ben Schnall



Photo: Dearborn-Massar



**More space in corridors.** Doubling (or tripling) the width of passages will not add a great deal of cubage—but it will add a lot of useful space for child play. In center corridors, use skylights (e.g. plastic domes). Above: Roy Johnson architect. Left: Bassetti & Morse, architects. Note simple display rack for children's paintings, with fluorescent lighting strip above.

**More space in a new room** (opposite). This family room is a second living room—and it has turned out to be much more useful than its more formal counterpart. It contains: a kitchen (very unobtrusive because of natural wood finishes); a dining table-counter; space for TV, homework, reading, informal parties. Floor is tile for easier maintenance. Architect: Henry D. Norris.



Photo: Hedrich-Blessing, courtesy Better Homes & Gardens



**More play space by pooling rooms (above).** Use of folding partitions turns children's wing into spacious play area during the day. This handsome, well-equipped and colorful area is, in reality, two small bedrooms and an enlarged passageway. Note many different and useful built-ins, including TV. Architect: D. Coder Taylor.

Photos: Gabriel Benzur







*Photo: Cortlandt V. D. Hubbard*

**For the new quality-conscious market . . .**

**Today's community must**





The most important street of the year may be the one shown above.

It is important because it solves two of the most pressing problems facing builders:

## be inviting

**1.** What to do when flat, treeless land is no longer available. It is a lesson in how to use sloping wooded land to everyone's advantage. Working closely with land-planner George Hay, Pennsylvania Builder Bud Arters discredited the old precept that sloping land is an expensive nuisance, discovered the solution was to disturb the natural site as little as possible. Arters carefully protected trees—only those in roadways or on building sites were removed. Grading was kept to an absolute minimum. Natural drainage was used to great advantage to protect the houses from ground water conditions.

**2.** How to attract the quality market. The house that costs over \$20,000 (or any other for that matter) doesn't fare well on uninteresting land. But set among the trees, these houses suggest comfortable estates. Almost everyone is interested—the green-thumb gardener, the nature lover, and the mother who sees it as a wonderful place to raise children. For the man weary of city noises and crowds, it is practically paradise.





**To sell families fed up  
with a barren neighborhood . . .**

**Save the trees, provide landscaping and fences . . .**

Trees can add hundreds of dollars' value to a house.

Most builders agree that buyers will pay as much as \$500 more for a house on a wooded lot (see April issue). And builders are discovering that saving trees costs no more than brutally leveling the entire site.

Workmen will learn to put a high value on existing trees if they are properly instructed by the builder and his foremen. Working from a site plan, the builder has the most desirable trees marked with white banners, paths for mobile equipment similarly marked.

**If you have no trees, put some in.** Even with trees already on the site, some landscaping can add to the comfort of a house. A hedge of juniper, for example, is hardy and inexpensive, will reduce noise, glare and dust for the owner. And don't forget that growing foliage is an important natural air-conditioner all summer long.

*Photo: Kile Studio; Frank Camp Puckett, designer; Fred Fett, builder*



**Trees** form a becoming backdrop, add character to the house

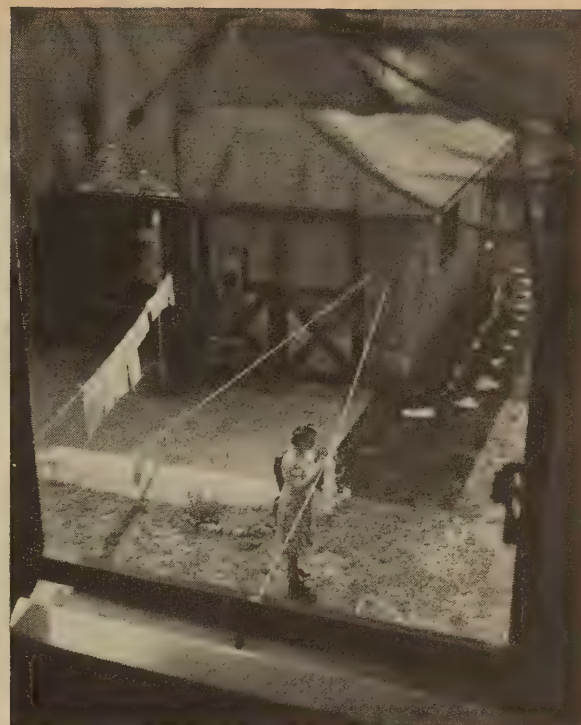
*Architect: Thompson P. McCleary*



**Planting** softens fence installed for privacy and as wind break



**To sell housewives  
with surroundings like these . . .**



*Alfred Eisenstaedt-Pix—LIFE*

**Provide a clothes drier and surroundings like these . . .**

*Photo: Julius Shulman; architects: Ramey & Himes; builder: L. F. Gardner*



**Drier** eliminates clothes lines, leaves the back yard free to be developed for outdoor living



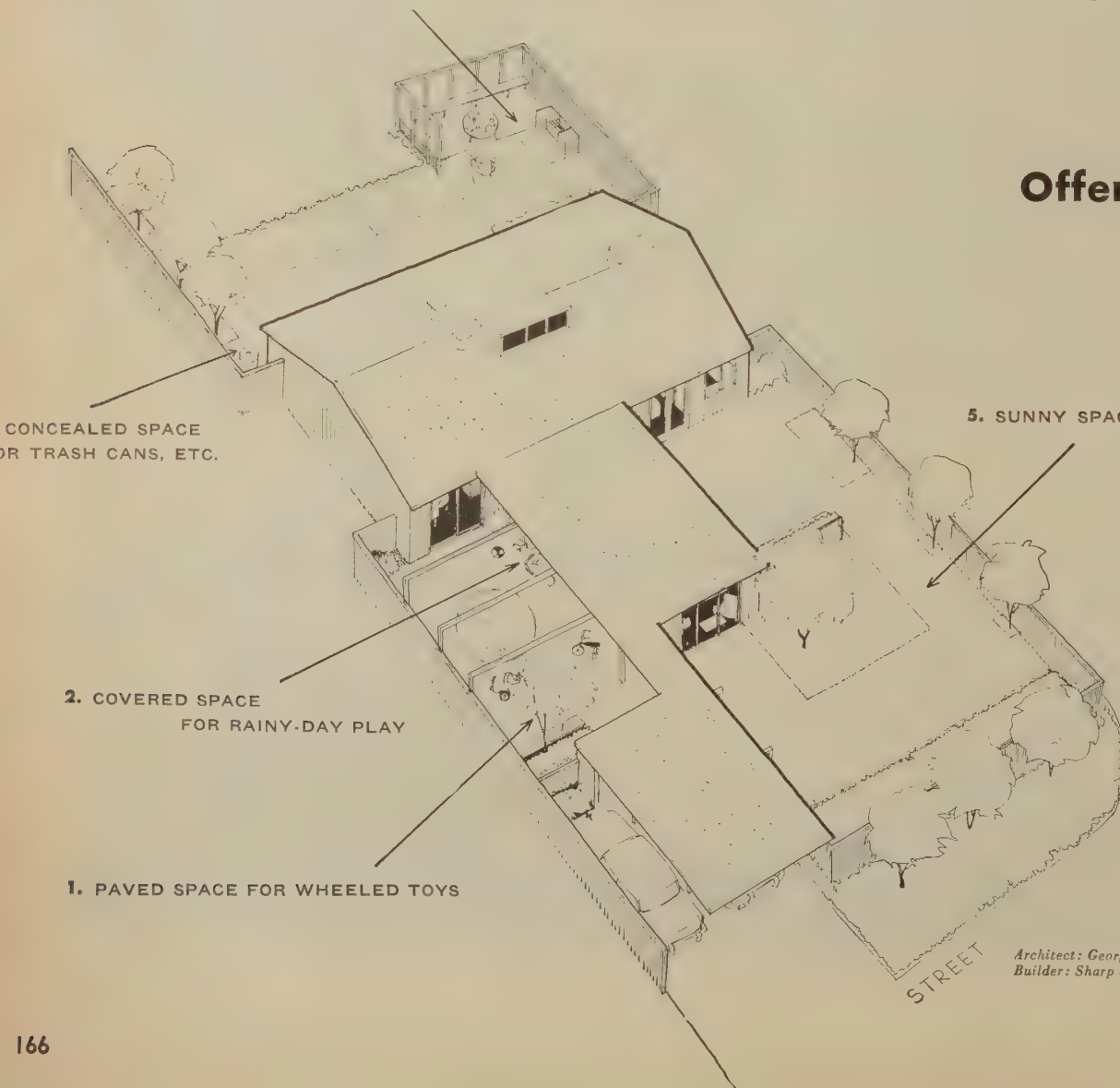


## To sell the family with a wasted lot . . .

Everyone is outdoors-minded. The outdoor areas around a house are becoming as important as the house itself for many families. People enjoy dining in the open during the warm months, and (as the sales of seed companies prove) they are becoming more and more enthusiastic about gardening. But perhaps the most important factor is the children. More home-buying families are raising more children, and these buyers insist their homes be safe and pleasant for their children to grow up in. Many move from the city to the suburbs just to have a healthy outdoor life.

Take a look outside your houses. Do they offer a full share of outdoor living? Will children enjoy playing there? Some of the important outdoor features people want are shown on these pages. They deserve to be studied carefully, for with a little foresight most can be provided at a negligible cost.

### 4. SHELTERED SPACE FOR DINING



## Offer these landmarks

Architect: George T. Rockrise  
Builder: Sharp & Robinson





1. "I don't want my children in the street." Owners with families will be far happier when their children are wheeling safely around a private, paved yard. Protection from automobile traffic is vitally important in neighborhoods with few sidewalks.

## of outdoor living . . .

Photo: Dearborn-Massar, courtesy House & Garden; architects: Tucker & Shields



4. "We like to eat outside in summer." With a strong trend towards outdoor dining, builders should consider an ample terrace near the kitchen. Any builder can offer it as an optional 'extra' for about \$50 (10' x 10' concrete slab).



2. "Where can the children play in bad weather?" Outdoors but under the roof can be a compelling answer to an undecided buyer. This play area can be an extension of the carport or of the house roof covering a paved patio.

Architect: Bruce McCarthy; builder: Martin Bartling



3. "Where can I burn trash?" Makeshift trash burners attract flies, look and smell ugly, can smoke up the house. Provision for a conveniently located incinerator can be a good-sense sales asset.

Photo: Ernest Braun; architects: Rand & Marquis



5. "I have a green thumb." Almost everyone has these days, or at least thinks he has. Buyers expect suburban living to include a place to grow things, a relatively easy demand to satisfy if the builder lays out his lots properly. Adequate sunlight and good soil are prime requisites.





Each month, more than 50 million US magazine readers learn to like (and want) quality design

**Better keep  
your eye on  
the newsstands . . .**

**. . . because your customers do**

Do you know that this month alone, 50 million Americans are poring over glamorous pictures of houses with glass walls?

Do you know that this month, also, those same 50 million—all of them potential home buyers—are being further sold on the idea that storage should come in walls, that most furniture ought to be built in, that more than half their living space should be out-of-doors (and that the outdoors should be planned for that purpose), and that such modern devices as metal fireplaces, flat roofs, plastic skylights and family rooms are as natural a part of any good house as the front door?





For credits see page 186

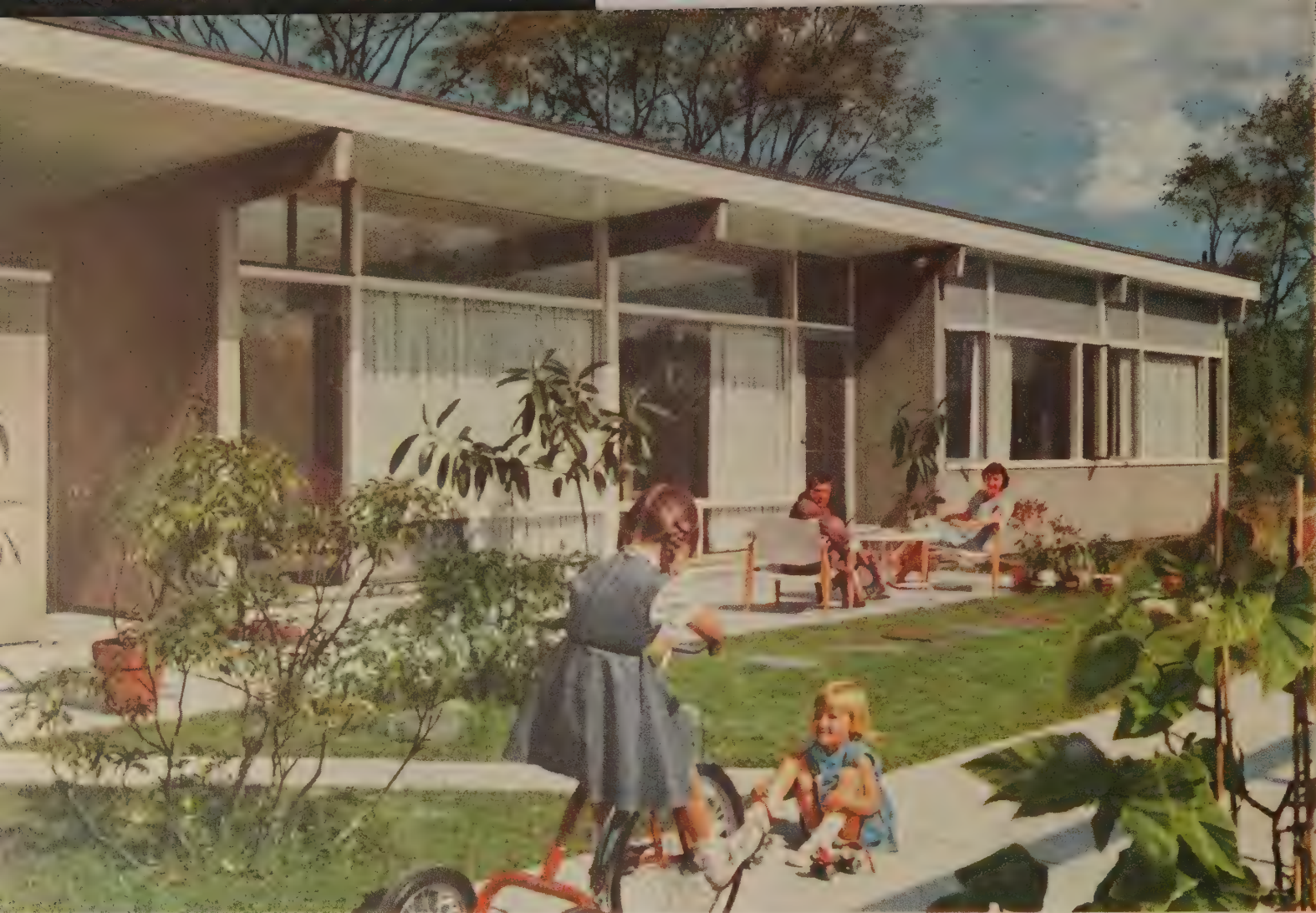
These millions, of course, are the readers of US consumer magazines—and they are your best customers.

What does this mean to you as a builder, or an architect, or a mortgage banker? It means that you must get ready, *now*, to satisfy a highly discriminating public. It means that you can no longer afford to “build down” to people—or to “design down” to them, or to fix your valuations on a house with the idea that “public taste” is way behind your own. In short, it means that you are going to be left by the wayside unless you give your customers what the magazines have taught them to want.

On the next six pages, HOUSE & HOME has collected some *typical*—not exceptional, but *typical*—pictures from recent issues of leading consumer magazines. Remember that the circulation figures printed with each caption represent a mere fraction of the actual readership: most magazines figure that each copy is read by 5 or 6 people. In other words, the audience you are dealing with is more than a third of the US—the home-buying third.

Does your 1955 house measure up to the examples on the next six pages? If not, it's high time for you to get a good architect to make some drastic changes.





Consumer magazines are promoting: **Glass walls . . .**

**"AMERICAN  
HOME**

*Photo: Hedrich-Blessing*

(Circ.: 3,074,666):  
April 1955 issue—glass wall  
in US Gypsum house,  
Architect Francis D. Lethbridge



*Ladies' Home  
JOURNAL* (Circ.: 4,913,511):  
March 1955 issue—  
glass wall and patio,  
designed by Williams & Wells.



*Photo: Ezra Stoller*

Opposite: **LIFE**

(Circ.: 5,615,075): November 15, 1954 issue—  
outdoor living room for a builder house,  
designed by Architect A. Q. Jones,  
Landscape Architect K. I. Stedman and  
Designer Matt Kahn.

*Photo: Ernest Braun*



**Parents'** (Circ.: 1,570,566):  
July 1954 issue—glass living-room wall  
in house by  
Architects Loeb, Schlossman & Bennett.  
*Photo: Nowell Ward & Assoc.*



## Good Housekeeping

(Circ.: 3,442,784): January 1955 issue—

patio for outdoor living,  
designed by Halsey Jones.

*Photo: Dearborn Massar*

Opposite:

**Better Homes**  
and Gardens

(Circ.: 4,044,335): March 1955 issue—glass wall

in a 1,200 sq. ft. house, designed by The Architects Collaborative.

*Photo: Nyholm*



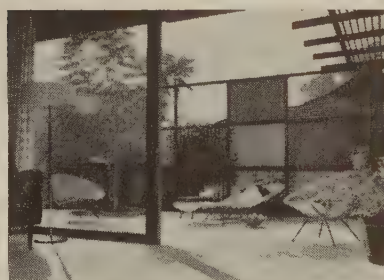
## LIVING

(Circ.: 520,303): April 1955 issue—

outdoor living area shielded by screens.

Designed by Wemple & Leone, landscape architects.

*Photo: J. Dale Healy*



**and outdoor living spaces beyond them**







*House & Garden* (Circ.: 517,023): cover, March 1955 issue—vacation house designed by Henri V. Jova. Exposed post-and-beam structure *Photo: Tom Leonard*

Consumer magazines are promoting: **Post-and-beam framing . . .**

*McCall's* (Circ.: 4 528,184): July 1954 issue—summer house by Architect Paul Rudolph. Double posts and beams

*Photo: Ezra Stoller*







## HOLIDAY

(Circ.: 841,735): December 1954 issue—open, two-level plan  
by Architect Henry Hill,

Photo: Thomas Hollyman

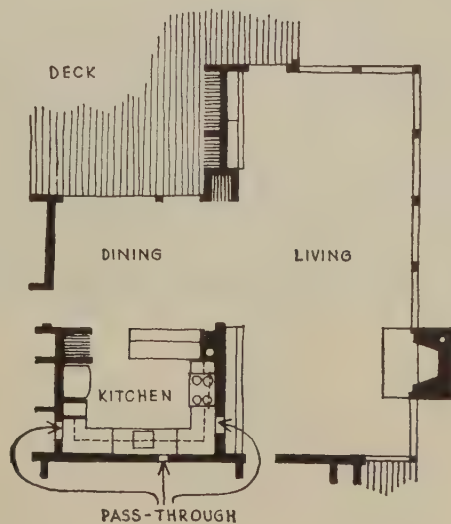
## House Beautiful

(Circ.: 622,477): September 1953 issue—  
open for cooking,  
dining, living,  
by Architects Wurster, Bernardi & Emmons,  
Plan of this area shown below.

Photo: Ernest Braun



and the open planning that goes with it





Consumer magazines  
are promoting:

modern features, such as  
metal fireplaces

flat roofs

bathroom compartments

built-ins

storage walls

skylights

and even

steel framing for houses



**HOLIDAY** (Circ.: 841,735): December 1954 issue—

metal fireplace hood in house by

Architect Russell Forester.

*Photo: Thomas Hollyman*



*Photo: Jack Birns*

**TIME** (Circ.: 1,860,512):

August 11th, 1952 issue—

flat-roofed house, framed in steel,

designed by Architect Kenneth Lind.



**Good Housekeeping** (Circ.: 3,442,784): January 1954 issue—

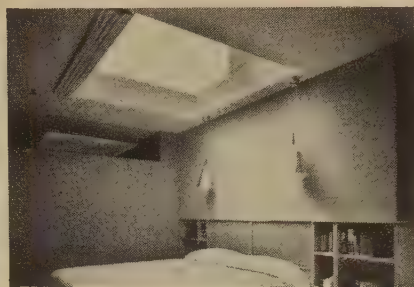
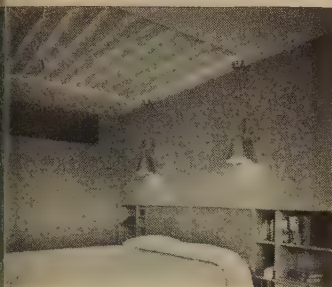
flat-roofed house with bright colors,

designed by Architect Lars Bang.

*Photo: Rodney McCay Morgan*



(Circ.: 520,303): February 1954 issue—bathroom compartments in builder house by W. G. Holbrook.



Sunset  
FOR YOUNG HOMEMAKERS

(Circ.: 567,241): March 1955 issue—skylight in bedroom, designed by Architect Robert B. Price.



House & Garden (Circ.: 517,023):

April 1955 issue—storage wall used to separate dining and living areas.

Architect: O'Neil Ford.

Photo: Hedrich-Blessing



Photo: J. Dale Healy



Sunset  
FOR YOUNG HOMEMAKERS

(Circ.: 567,241): October 1954 issue—

storage wall room-divider, with

built-in TV set.

Designed by Architect Vladimir Ossipoff.

Photo: R. Wenkam

Woman's Home COMPANION

(Circ.: 4,162,500):

February 1954 issue—built-in desk and storage unit in corner of living room.

Photo: Hedrich-Blessing



LIVING  
FOR YOUNG HOMEMAKERS

(Circ.: 520,303):

February 1955 issue—steel-framed house on stilts, designed by John Hoops.

Photo: Joern Gerds

It has often been said that people don't know what they want until they see it, and that the chief reason people did not take to good modern design right away was that so few builders offered them good modern houses to look at.

That state of affairs is now a thing of the past.

People *do* see good modern design, every week and every month—in dozens of consumer magazines and Sunday supplements. And, having seen it, they have found that they like it. And because the house market is now a buyer's market, the people who know what they want are going to see that they get it.

HOUSE & HOME feels that the consumer magazines are such an important barometer of what the home-buying public is going to want—and *going to get*—that we will, henceforth, publish a monthly pictorial review of what consumers are finding on their newsstands. We hope that this feature will help builders to gauge accurately the demand for better design that is being created throughout the US.



# 12. top merchandising techniques

*Photo: Knutson-Bowers, courtesy Insulite*



One of H.M. "Tod" Sloan's houses in Colorado Springs

## 1. The right house. . . in the right location. . . at the right price

*Photo: W. Conrad Kimbell*



Room by Decorator Jack Shaw



Plenty of parking at Franklin Construction's Detroit project

## 2. Your exhibition house: furnish it. . . make it easy to find. . . easy to park cars





Handsome 68-page brochure builds prestige for Eichler Homes; 38 suppliers bought full pages.

"Competition is tougher so we have to merchandise better and sell harder."

That is a story H&H editors hear everywhere they go. While each successful builder has his favorite sales methods, here are a dozen techniques that are bringing results in many cities.

1. First of all merchandising methods is to have a house that is right competitively, that buyers want because it is well designed, has new features and is a better, more attractive house than they can buy elsewhere. It must be in a good location, in a community buyers can be proud of. And obviously, the price must make sense. All these sales-makers are fundamental.

2. But there is doubt in some towns about furnished models, although most builders tackling a project of 25 or more houses are convinced it is wise to furnish. (For some "do's and don'ts" on furnishings, see page 258.)

3. Sales brochures are getting more attention from builders; many hire advertising agencies to prepare them. Above are two unusually good ones. Fred Fett of Atlanta has a big folder with a pocket across the bottom where he can put manufacturers' literature.

4. Most builders short-change themselves with cheap photography. There is no better public relations investment than to hire an architectural photographer who knows how to make each house look its best.



Fred Fett includes manufacturers' announcements

### 3. Give out sales literature people want to take home

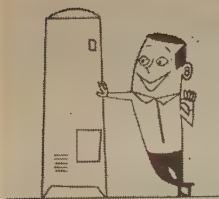
Photo: Rondall Partridge; Architects: Anshen & Allen



Joe Eichler demonstrates value of good photos

### 4. Get good photographs





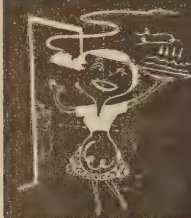
*Rust free water  
all your life*



*Shoulder-high windows  
for a private life*



*Twin closets keep  
his/hers separate for life*



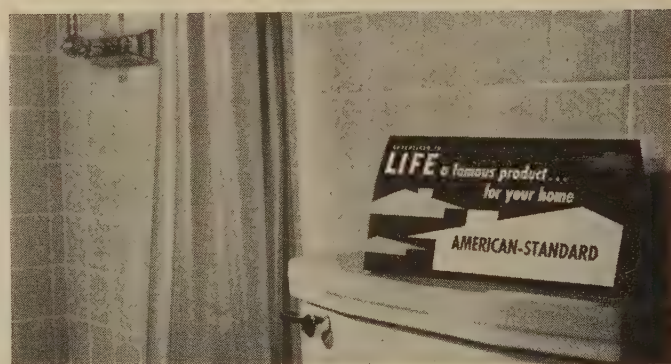
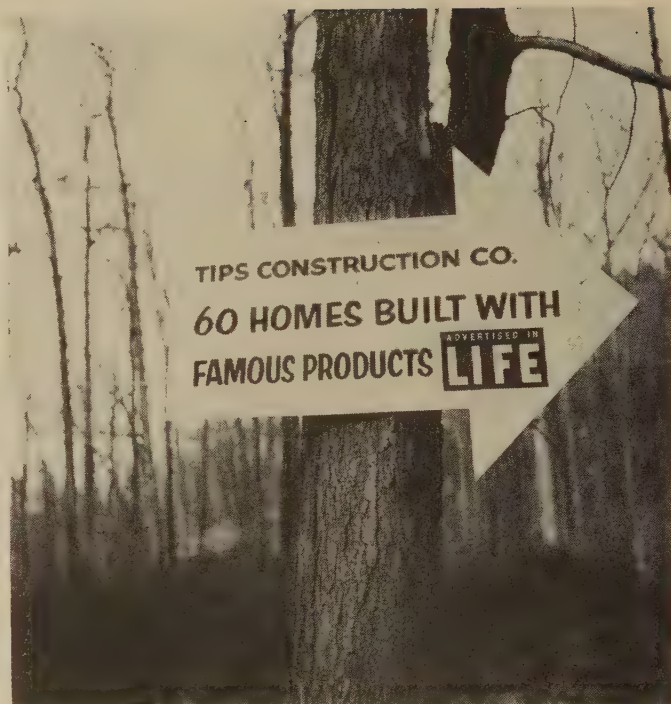
*Convenient kitchens  
make life easier*



*Full insulation for  
a comfortable life*

## 5. Signs can help sell

Some builders think signs clutter up a house. But signs are growing in popularity as builders discover how they can punch home a sales message. Signs like these can sell features most people would overlook. To get best results: have signs point out things people don't know. Use words sparingly; get a little fun into both words and pictures. Limit each sign to one idea, headlined so it can be grasped quickly. The ones above are from a series designed by LIFE for builders.







## 6. Cash in on brand-name products

An effective group of salesmen can be added to a builder's staff at no expense. These are the products in the house which customers already know about through national advertising. It is a waste of money to neglect them. Manufacturers are spending huge sums to tell the public why their floors, windows, furnaces and dozens of other products are the best. A builder can tie in with this advertising by identifying such products. The signs on this page show how. They were created by merchandising experts at LIFE for qualified builders.





Photo: Fabian Bachrach

## 7. Should a realtor do your selling?

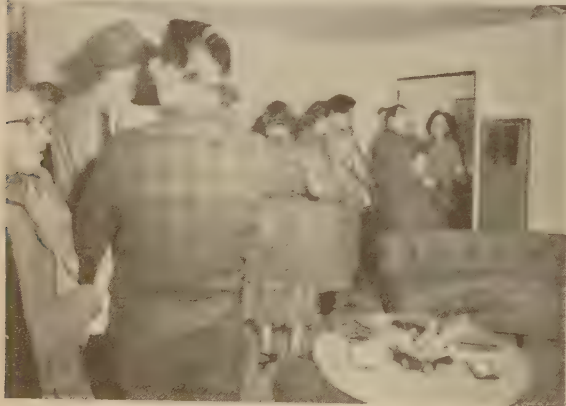
Irving Kern is a good example of how much help a realtor can give a builder and why more builders are turning to these sales specialists. Head of a large Long Island firm, he has worked with builders for years, is a real sales expert. For more on realtors, see p. 194.



## 8. Educate your salesmen

On opening days a salesman has a tough time of it but here training and experience pay off. To sell new, open-plan houses successfully a salesman must be enthusiastic about them, must understand them. He should live in this kind of house. But if he can't, give him intensive training on the advantages of this type of planning and architecture. One good place to start: have the architect discuss design features with salesmen. Another training idea: let salesmen interview people who live in such houses. One advantage of using realtors is that they train their men.

Photo: Par Service; Tilson Construction Co.



## 9. Use canned sales talk and music

Tell crowds (see left) what they are seeing by using recorded sales talks. People in a line on opening day push through a house without realizing its points. You can sell this "captive audience" with carefully edited sales recordings which emphasize your best features. Each major room should have its own recording, with volume kept low enough not to be heard in other rooms. This is not a stunt; it is a technique used by many successful builders. Granted that a canned speech is not as persuasive as your best salesman, it is better than a half-hearted sales pitch or nothing at all.

## 10. Trade-ins make sales easy

Many smart builders are beginning to get experience in handling trades. They know that as selling gets tougher, trades can open up a market: second-time buyers. So in most big cities, leading builders are beginning to try out trades. "We're going to have to take them sooner or later," said a Chicago builder, "so we're getting our feet wet now. We're learning how to work with FHA and VA as well as with the banks."

For builders with a real estate department there are no insurmountable problems. But thousands of others who grew up strictly in the new house field, find the idea of handling 20- or 30-year-old houses bewildering. They know nothing of old house values or markets.

These builders can form a natural alliance with realtors. There is an obvious advantage on both sides. The builder calls in the real estate man for advice, for cost of repairs and to learn the chances of selling. The real estate firm does the selling and gets its usual commission. Many such partnerships are now being formed.





Photo: Hal Campbell

## 11. Magazine houses draw crowds



Photo: courtesy Southern California Gas Co.

The happy man in the chef's outfit, top of this page, is Fred DeBlase of Rochester, N. Y. This was one of numerous "sneak previews" of his *Better Homes & Gardens* house last fall. He used the house to call attention to his 200-house project, at \$17,500 to \$19,500. By tying in with magazine publicity, department store furnishings, big newspaper ads and private openings, he got so much publicity he sold the exhibit house and 50 of his own houses in one week, got valuable lessons in big-time merchandising.

The house immediately above, built by Rodney J. Hansen of Burbank, Calif., is another magazine house. Last May, H&H published a Round Table report in which consumer magazine editors told what kind of houses their readers wanted. Builder Hansen put all these ideas together into what he called, "The house you asked for." At \$15,500 on consumers' lots his houses have sold so well he is delighted with the promotion.





Photo: Swallow Studio



Photo: Cortlandt V. D. Hubbard

In many cities, home shows are the builders' greatest lost opportunity. They sell everything except houses. There is nothing in the entire show that makes people realize there is a better way of life. In a few cities, however, home shows are staged so they are the builders' greatest opportunity. And builders have been quick to take advantage of them. In Philadelphia, above, Seattle, below, Phoenix, Milwaukee and Wichita, p. 238, and Oakland, p. 252, the shows are so well thought-out they have captured the public's imagination. For instance, the house at left by Architect George Hay, built by Bud Arters, was the hit of the Philadelphia show.

## 12. Home shows sell houses

ERCHANDISING TECHNIQUES



Photo: Willard R. Purvis



Seattle's nine-day show was sponsored this spring by the Seattle Master Builders and the *Post-Intelligencer*. Main attraction was a trilevel house (in background, above, its bathroom at left), designed by Architect Ronald R. Campbell, built by Tom Paulsen. Entrance hall had two-story windows; living room had wall divider of travertine marble; kitchen was complete down to a barbecue.

(For more on home shows, see p. 238)





**Alumilite Finish** protects this Ador aluminum sliding glass door from direct salt air exposure. Weatherseal and corrosion resistant finish make possible many new sliding glass door installations.

## New Advances in Weatherstripping of Sliding Glass Doors

### Fire hose test demonstrates effectiveness of Ador design

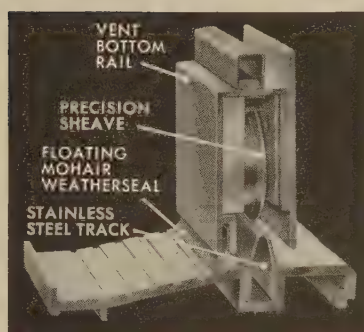
Can sliding glass doors be safely used in every climate regardless of exposure or weather conditions? The answer is—"Yes!"

A striking demonstration of the improvements which have been made in the weatherstripping of sliding glass doors is the fire hose test shown on the opposite page. Here, a standard Ador 8-foot door is subjected to a water test far more severe than is ever encountered in actual installations. While hose tests are definitely not recommended procedure, they do provide convincing proof that Ador units are weathertight—far more so than conventional hinged exterior doors!

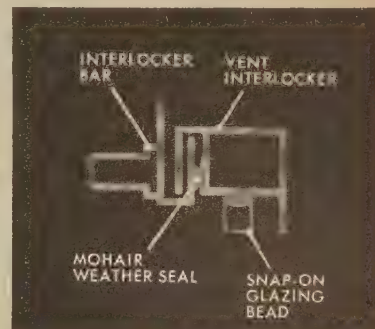
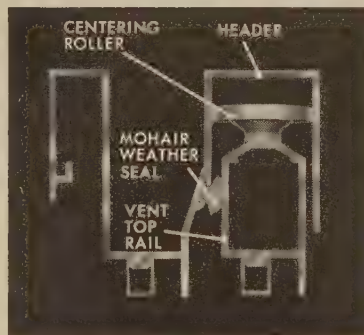
Details of the Ador weatherstripping are shown at right. Note that the sliding unit is completely encircled with high pile mohair weatherstripping. The design is such that there is positive contact of the weatherseal and vent at all times. It is this snug seal which provides a barrier to rain, snow, sand, dust and even high winds. Further protection of Ador doors is assured by the exclusive corrosion-resistant alumilite finish.

For specifications write to Ador Sales Inc., 1631 Beverly Boulevard, Los Angeles 26, California. Or call any Ador dealer or distributor.

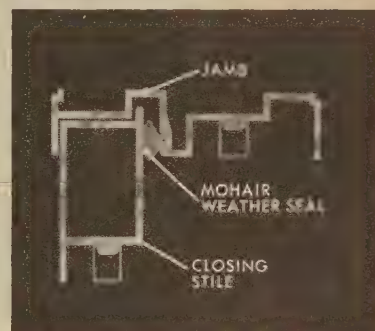
ACTUAL CROSS SECTION  
PHOTOGRAPHS OF ADOR  
WEATHERSTRIPPING DESIGN



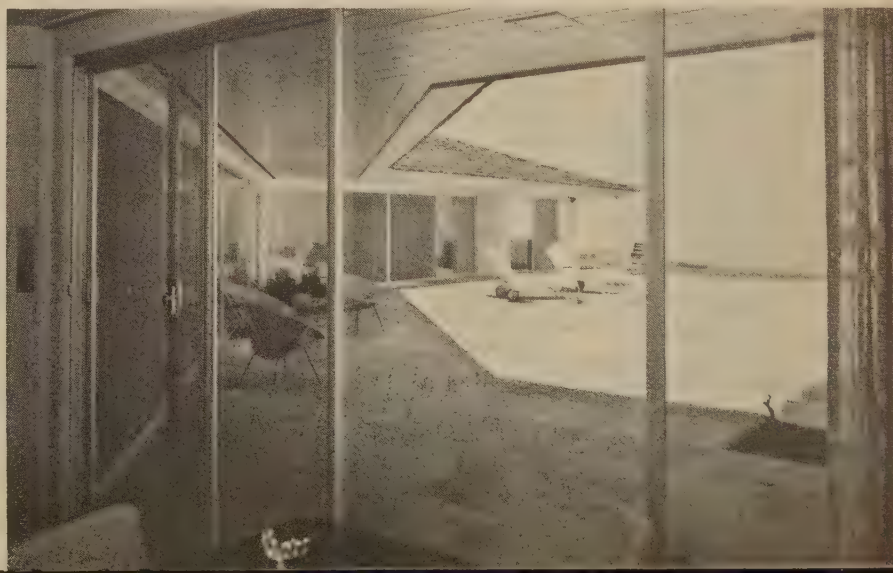
Threshold ▲  
Header ▼



▲ Interlocker Assembly  
▼ Closing Jamb



**Three walls of glass** present no structural problems here. Extruded tubular construction of these Ador aluminum doors provide strength far in excess of requirements. Range of stock sizes of doors and screens extend from 6 feet to 24 feet, others on special order.



**Ador** America's Foremost  
All-Aluminum Sliding Glass Door

**Dry on the inside** after direct spray of 300 psi from fire hose. Demonstration was conducted with a stock Ador sliding glass door to test effectiveness of the weatherstripping. Satisfactory results proved the Ador 4-way seal adequate to resist all weather forces regardless of exposure.





Fits every home builder's budget  
Fits every standard cabinet  
Fits every kitchen plan —  
gas or electric



**PREWAY**

*Wallchef  
and Counterchef*

**automatic Bilt-In units**

More than just a "face-lifting" to make conventional ranges fit into walls and counters, Wallchef and Counterchef units are new through and through with such features as — new, modern styling in your choice of metals . . . greater functionalism in saving time and work . . . improved cooking and baking qualities . . . patents-applied-for construction features! And Wallchef and Counterchef are the easiest built-ins to install.

Combined with these advances in design, are mass production methods that make it possible to produce these full-sized automatic units — gas or electric — at a cost that is no more than a free-standing range with comparable features. That's the word of a multi-million dollar company which has been making high-quality specialized appliances since 1923. Get the facts on the most modern, most beautiful Bilt-Ins available — the PREWAY Wallchef and Counterchef line of gas and electric units. Phone, wire or write today.

Patents  
applied  
for



**PREWAY  
Gas Units**

**Acceptable to:  
F.H.A. — V.A.**



**Approvals:**

**PREWAY Inc.**

**2555 Second Street N., Wisconsin Rapids, Wis.**

## HHFA analyzes ten plans by cities for urban renewal

APPROACHES TO URBAN RENEWAL IN SEVERAL CITIES. Bulletin No. 1, Urban Renewal Administration. 31 pages; 18 maps and photos. US Government Printing Office. 25¢.

Noting that the nation is undergoing "a veritable groundswell of determination to do something effective about slums," HHFA's Urban Renewal Administration has set forth a collection of illustrated notes on fight-blight programs in ten cities. This latest addition to the groundswell of printed matter on the big problem is brief, basic and at least a reminder that slum clearance efforts are being made, however broad-patterned and long-range they sometimes seem.

The similarity of the ten cities' programs, rather than their differences, is notable. Baltimore is "broadening the base of its attack"; Philadelphia envisages "a combination of rehabilitation and redevelopment"; Portland, Me. proposes to "deal comprehensively with an old residential area of 165 acres". There is specific discussion in the report of the various municipal and citizens' groups that are waging the battle and of the various laws under which they are waging it.

The still-new term "urban renewal" does not occur in the pamphlet as often as one might expect. The primary characteristic of the amended Title I law is indicated in the preface by a statement that the intent of the work is to report "significant aspects of combined programs of slum clearance, rehabilitation, and conservation. . . ." Urban renewal is the sum of all three.

*Reviews continued on p. 190*

### Sources of the pictures on pp. 168-169

#### LADIES' HOME JOURNAL:

*Williams & Wells, designers; Ezra Stoller photo*

#### PARENTS':

*American Community Builders; Nowell Ward & Assoc. photo*

#### LIFE:

*Herbert E. Goodpastor, architect; Fred Lyon photo*

#### WOMAN'S HOME COMPANION:

*Bill Hedrich, Hedrich-Blessing photo*

#### SUNSET:

*Rodney Walker, designer; Julius Shulman photo*

#### HOUSE BEAUTIFUL:

*Alexander Girard, owner-architect; Maynard Parker photo*

#### HOLIDAY:

*Anshen & Allen, architects; Thomas Hollyman photo*

#### AMERICAN HOME:

*Richard O. Evans, owner-architect; Robert Schraff photo*

#### LIVING FOR YOUNG HOMEMAKERS:

*Brazwell, owner, remodeling; Ernest Silva photo*

#### HOUSE & GARDEN:

*Landis Gores, architect; Grigsby photo*

#### TIME:

*Hugh Stubbins, architect; Ezra Stoller photo*

#### McCALL's:

*Carl Koch, owner-architect; Ezra Stoller photo*

#### BETTER HOMES & GARDENS:

*Henry Schubart Jr., architect; de Gennaro photo*

#### GOOD HOUSEKEEPING:

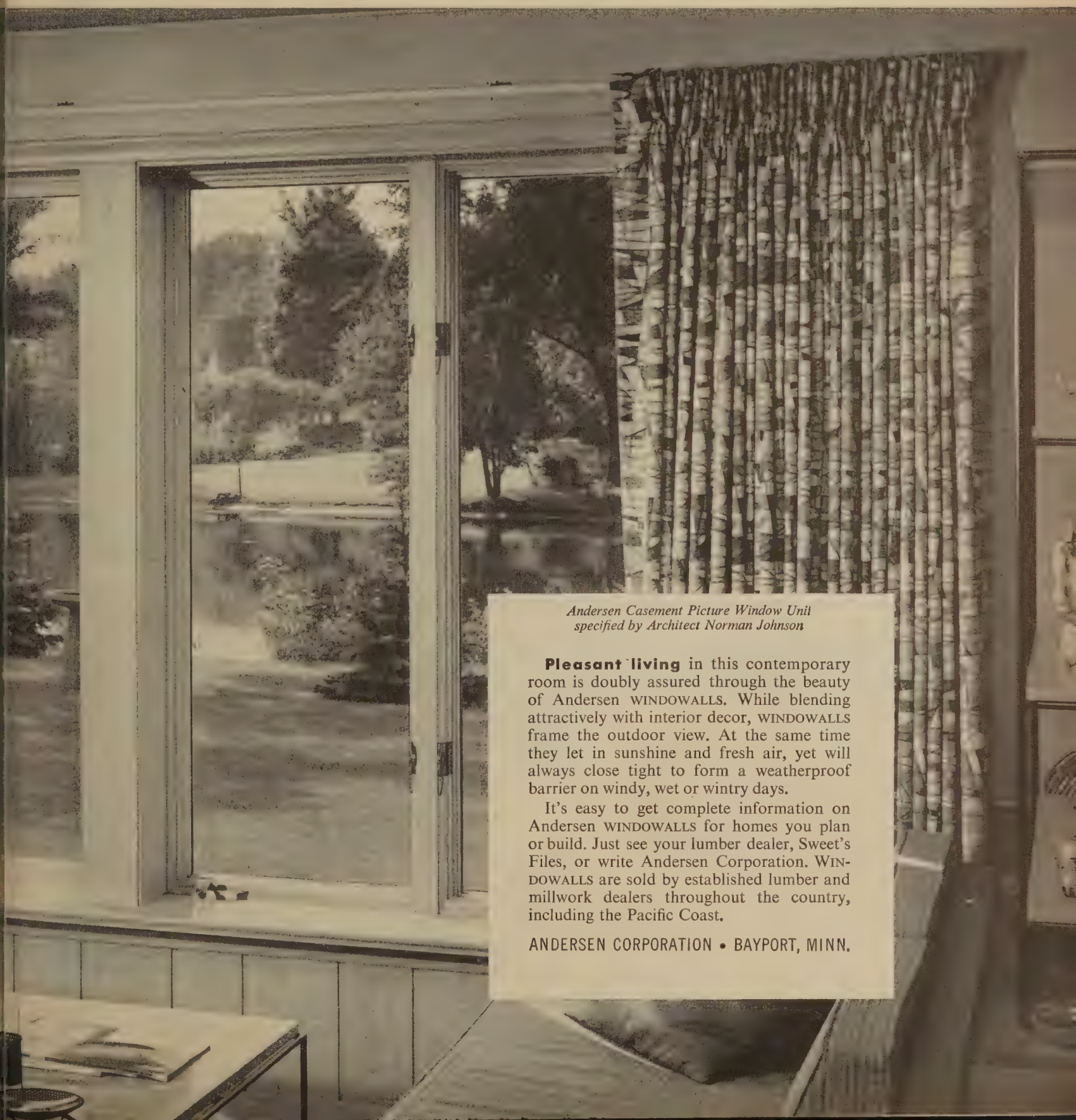
*Lars Bang, architect; Rodney McCay Morgan photo*



ND SUNSHINE INTO THE FAMILY ROOM

# Windowalls

\*TRADEMARK OF ANDERSEN CORPORATION



*Andersen Casement Picture Window Unit  
specified by Architect Norman Johnson*

**Pleasant living** in this contemporary room is doubly assured through the beauty of Andersen WINDOWALLS. While blending attractively with interior decor, WINDOWALLS frame the outdoor view. At the same time they let in sunshine and fresh air, yet will always close tight to form a weatherproof barrier on windy, wet or wintry days.

It's easy to get complete information on Andersen WINDOWALLS for homes you plan or build. Just see your lumber dealer, Sweet's Files, or write Andersen Corporation. WINDOWALLS are sold by established lumber and millwork dealers throughout the country, including the Pacific Coast.

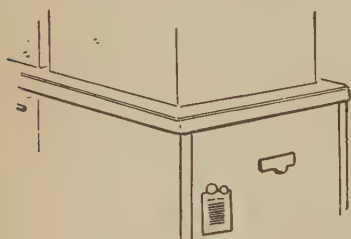
ANDERSEN CORPORATION • BAYPORT, MINN.



# Use These Armstrong Furnace Silent Salesmen to promote new-home sales



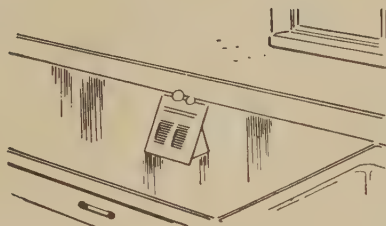
Nobody has seemed to care whether or not the home-buyer gets everything he should out of his new heating (and cooling) plant. Armstrong does. Hang this neat little booklet on the thermostat in *your* new homes. Gives tips on furnace and air conditioner operation. Makes friends . . . for *you*.



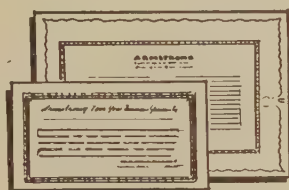
National advertising has given the Armstrong name sales power. But, in addition, a sticker on the Armstrong furnace and air conditioner exhibits the seals of approval of the American Medical Association and Parents' Magazine, and displays the *written* Armstrong guarantee.

Prospects for house sales put all heating (and cooling) plants on the same plane. But you can pull yours above that dead level. Armstrong is the only line of warm-air heating and summer air conditioning equipment which has been awarded the Parents' Magazine Seal of Commendation and is also accepted for advertising in *Today's Health*, published by the American Medical Association.

Around them, and the *written*



Kitchens help sell houses. Furnaces might too, but prospects barely see them. This unobtrusive easel display on the kitchen sink will put the furnace in the prospect's eye. Shows the American Medical Association Seal of Acceptance and the Parents' Magazine Seal of Commendation.



Prospects *see* the written guarantees which they get with every Armstrong furnace and summer air conditioner. They don't hope for the best, they *get* it . . . warranted . . . in writing. Sells, and takes the guarantee obligation off your shoulders.

Armstrong warranties, Armstrong has built a simple, effective New-Home Promotion Kit for *you*.

It's easy to use. It doesn't spoil the trim appearance of the home.

It puts the heating (and cooling) plant into the mind of the prospect, and sells it. It lets you put *your* time on other features and still does the only complete job of selling in the furnace industry.

Write for a sample kit, or mail the coupon below. You'll like it.

## ARMSTRONG FURNACE COMPANY

COLUMBUS, OHIO DES MOINES, IOWA

Send for your free sample copy of the New-Home Promotion Kit

Mail to **Armstrong Furnace Company**, Dept. HH  
Columbus 8, Ohio or Des Moines 9, Iowa

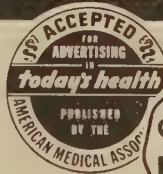
Send me a sample of your New-Home Promotion Kit and a copy of your latest Consolidated Catalog.

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



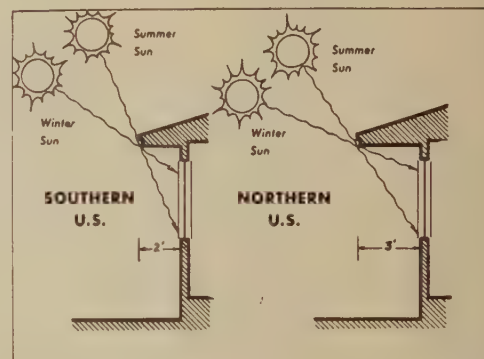
## REVIEWS *Continued from p. 186*

**AIR CONDITIONING, KEY TO MORE HOME SALES.**  
National Institute of Real Estate Brokers, 22 W. Monroe St., Chicago 3, Ill. 64 pp. \$5, quantity prices on request.

"I became acutely conscious of the devastating effect this practice [air conditioning of new houses] might have on the value and salability of existing homes. The great new world of residential air conditioning is of paramount importance to the real estate industry."

Realtor Walter S. Dayton's words serve as an introduction to this NAREB book that emphasizes the changes in the real estate market that may be brought by the advance of central air conditioning. Every new or existing house equipped with cooling facilities makes the noncooled house less desirable.

The book takes the realtor or builder through the ABC's of air conditioning, with special emphasis on the influence of design on



Winter and summer sun position shows value of deep overhangs in reducing heat load.

performance and economy. Orientation, window arrangement, overhangs, etc., are all discussed here.

### The old and the new

Systems for cooling both new and existing houses are reviewed and there is an authoritative analysis of operating costs (taken from an April, '54 article by this magazine) in various regions.

The older house gets special attention from NAREB, because it comprises the bulk of the realtor's sales:

"From now on, air conditioning can be expected to influence all real estate values, perhaps depressing the prices of older homes in many sections of the country.

"Broker and salesman should know what can be done about air conditioning, and have answers to these questions:

- 1) Can the house be air conditioned?
- 2) Would extensive remodeling be required, or can a cooling unit be hooked on to the present ductwork at little cost?
- 3) What would be the approximate cost of installing an adequate air-conditioning system?"



# How steel Youngstown Kitchens solve your two biggest problems



## PROBLEM NO. 1—SALES APPEAL!

In most cases, the kitchen is the only completely furnished room in your model home. It *must* have sales appeal, and today's trend says it must also have color. If it's a Youngstown Kitchen, it has both:

**Go-Together Colors:** Only Youngstown Kitchens has them—only Youngstown Kitchens gives them to you at no extra cost. You can have beautiful, appealing color in every kitchen you build!

**All-steel construction:** Youngstown Kitchens units are life-time steel throughout—won't warp, rot, swell, or splinter ever! Baked-on finishes last. Your buyers get a *housetime* of satisfaction!

**Real planning flexibility:** Whatever the size of your kitchen, you'll be able to offer *more* features with Youngstown Kitchens units—including the wonderful Youngstown Kitchens Jet-Tower\* Dishwasher (4 models) and the fast-selling Youngstown Kitchens Food Waste Disposer.

When in Chicago or San Francisco, see the complete Youngstown Kitchens line in beautiful displays at the Merchandise Mart: in Chicago—Room 1119; in San Francisco—Suite 180

 **STEEL**  
**Youngstown Kitchens**

Sold in the United States, Canada and most parts of the world  
MULLINS MANUFACTURING CORPORATION • WARREN, OHIO



## PROBLEM NO. 2—ECONOMY!

Youngstown Kitchens knows that you, as a businessman-builder, must keep costs down without sacrificing quality. Here's how we help:

**Job-timed delivery:** Warehoused in 87 completely stocked locations, your Youngstown Kitchens units will be delivered when you are ready for them . . . not before—not after!

**Money-saving installation:** All Youngstown Kitchens units are prefabricated of rugged steel. They are dimensionally uniform. They go in fast and easy—save money on installation!

**Mass-production prices:** Made by the world's largest makers of steel kitchens, these units are produced in a volume that keeps prices down. *You* profit!

FIND OUT how steel Youngstown Kitchens can help you make more money. Write: Harry Howell, Builder Sales Manager, Mullins Manufacturing Corporation, Warren, Ohio; or send attached coupon.

**Harry Howell, Builder Sales Manager**  
Youngstown Kitchens, Dept. HH-555  
Mullins Manufacturing Corporation, Warren, Ohio

- ☐ Please tell me how Youngstown Kitchens can help my building business.  
☐ Please have your representative call on me—no obligation.

NAME (Please print) \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

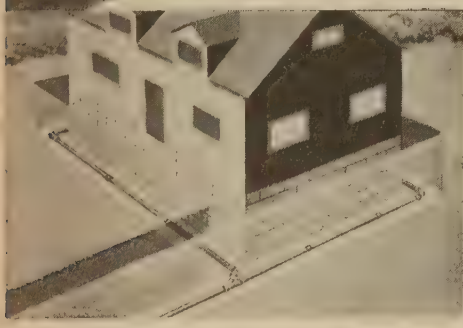
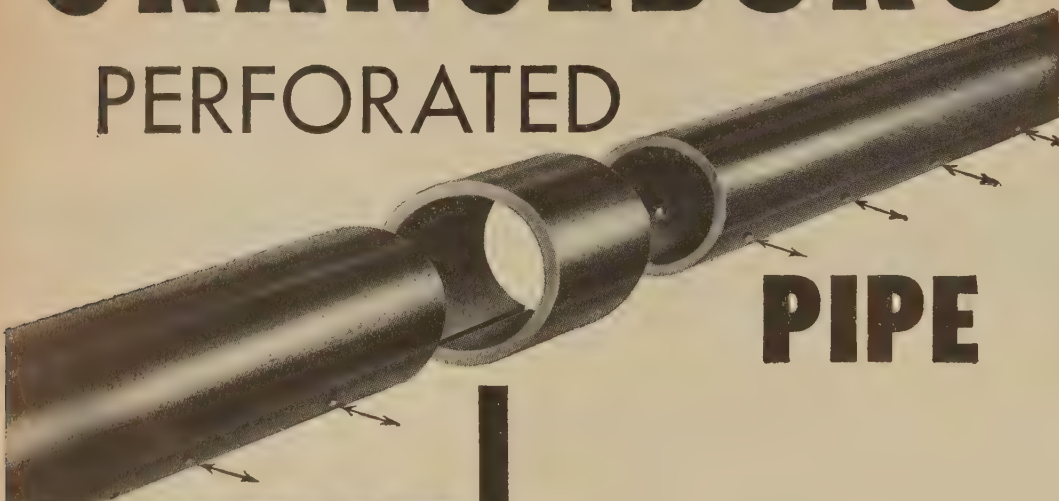
ZONE \_\_\_\_\_

STATE \_\_\_\_\_



# ORANGEBURG® PERFORATED

## PIPE



### Foundation Footing Drains For Dry Cellars

*Orangeburg Perforated Pipe*—for foundation footing drains. A permanently dry cellar increases the value of the house and provides healthful basement area for many useful purposes. Long, light weight 8' lengths with snap couplings are easily installed around outside bottom of house foundation.

### The Ideal Seepage Pipe For Septic Tank Disposal Fields

*Orangeburg Perforated Pipe*—for septic tank disposal fields. Long 8' lengths are easier to lay and establish grade. Two rows of  $\frac{1}{2}$ " perforations on 4" centers permit seepage along entire line. Unique snap couplings assure maintenance of alignment . . . provide permanent joint cover . . . prevent entry of backfill . . . allow complete seepage through slot at bottom.

### Draining Wet Spots of Lawns, Fields, Parking Lots, Airports, Golf Courses —and Draining Muckland

*Orangeburg Perforated Pipe*—maintains continuous seepage without clogging. Doesn't crack or corrode . . . withstands freezing and thawing. New Orangeburg Fittings can be used with Orangeburg Perforated Pipe.

### Use Orangeburg Root-Proof Sewer Pipe for House-Sewer or Septic Tank Connections

. . . or for conductor lines from Downspouts, Storm Drains. Orangeburg is America's most popular pipe for all non-pressure outside uses—saves money. Orangeburg Pipe is made in 2", 3", 4", 5" and 6" sizes.

Write Dept. HH-55 for more facts.

**ORANGEBURG MANUFACTURING CO., INC.**  
Orangeburg, N. Y.

West Coast Plant, Newark, California

## ORANGEBURG FITTINGS

for

1. Orangeburg Perforated Pipe
2. Orangeburg Root-Proof Sewer Pipe



$\frac{1}{4}$  BEND



$\frac{1}{8}$  BEND



WYE



TEE

Send for 18-minute 16mm Orangeburg Sound Film In Color "Pipe Dream Come True"

### Long Island builders use realtors the way they use subcontractors *continued from p. 181*

Long Island builders subcontract practically everything. Latest specialty to be farmed out by nearly every Long Island builder is sales and merchandising.

Realtors on Long Island today have become experts in many lines, are doing far more than handling sales. They are in on many projects from the original planning.

Says Realtor Harry Klein of Klein & Parker: "The builder who will listen to advice on land location and purchase, design, advertising, promotion and sales from an expert has a much better chance for success." Klein's firm works with about 20 builders, sells some 1,500 houses a year.

Like others on the Island, Klein & Parker try to be of as much real service to a builder as possible. Since acquiring land is a major problem, Klein's son Bert spends all his time scouting for land. Often the firm buys it, sells it to builders.

From working with many builders, Klein can give practical advice on the price of a house for a particular project. A house priced too low or too high may be a dud. Klein refers builders to an architect for design, an expert for color schemes, and he sits in on planning conferences, as he knows what styles of houses are selling and which are not. Since he is to sell, he wants the exhibition house to be in a good location. If a project has 200 or more houses, he suggests two or three exhibit houses.

### Space salesman

Klein urges builders to have their basement floors tiled, walls painted white, the area fixed up so buyers can see it as usable space. He is opposed to old-fashioned expandable attics with catwalks, unfinished floors. He thinks floors should be finished and rough partitions erected to denote rooms, says, "Call it an expandable second floor." For \$100 to \$150 more a builder gets a lot of sales value.

He acts as the builder's representative in getting signs, brochures, helps with advertising copy, suggests an advertising agency, and often a public relations firm.

But the major job is selling houses. Klein picks his salesmen carefully, trains them, watches their work. He has weekly meetings. "My salesmen know they have two sales to make: they must first sell themselves to the builder, then sell the house buyer." In a big project he wants every salesman to know the lot location he is going to sell next and all the reasons why it is a good lot.



**Small builders** all over the country can profit from the experience of the Houston homebuilders, who attract national attention each year with their Parade of Homes. Paced by such master publicists as "Buddy" Brennan, who was their executive vice president before joining Sharp, and now by Conrad "Pat" Harness, ex-NAHB public relations director, they are all thoroughly merchandising-minded.

The Sharpstown builders are approaching building with all the fervor and flexibility of pioneers but suffer architecturally and planning-wise from many of the growing pains typical of all new communities.



**Permanent home** of building products in Sharpstown boasts 29 exhibitors. Each pays \$350 yearly rental for booth in huge, well-lighted lobby that leads to administrative offices. Space was sold out within ten days of announcement. Manufacturers vied aggressively for booths, paid a flat \$1,200 for four-year lease. Administrative building at gateway to Sharpstown, off Houston highway, is well located for home-buying prospects to drop in and see manufacturers' latest offerings. Builders doing business with Sharp or Brennan are also exposed to newest building materials. Brennan scored another publicity beat when he got Air Defense Command to agree to set up an early-warning air-raid quarters in the building. Air Force officials figured they would get many civilian volunteers from an area where community-minded home buyers were flocking. One exhibitor was offering a bomb shelter.

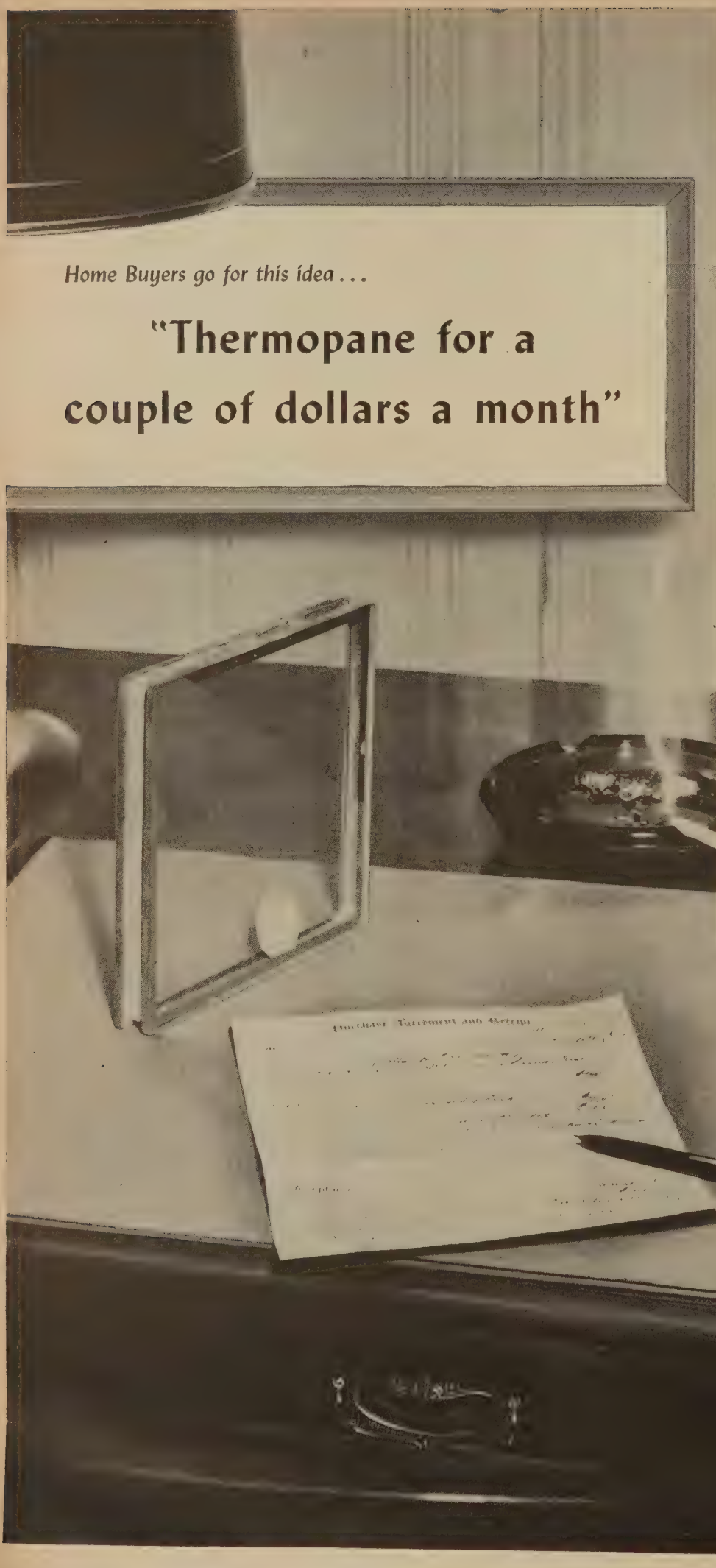


**Marvin Henry** "has the nicest houses so far in Sharpstown; anyone walking down the first street he built on would agree to that," said another Sharpstown builder. Chief reason: the kinship between his houses makes for a handsome streetscape (see streetscape on p. 201). Other builders offering front elevations as varied as the Heinz 57 could do well to emulate his approach. His architect is Duane Myer. Henry who tends to build fast and first, had more houses completed than anyone else for the Sharpstown opening, now has 100 houses under construction. He built in Sharp's Oak Forest subdivision before joining him in Sharpstown where he figures "I'll be building all the rest of my building life. There are no problems here; we're in a community that can take upper bracket houses."

## Sharpstown: the men and the methods

For news of other Sharpstown builders turn to p. 210





Home Buyers go for this idea . . .

## "Thermopane for a couple of dollars a month"

Recently, we discussed with a large builder his use of *Thermopane*\* insulating glass to add sales appeal. Here's what he told us:

He offers *Thermopane* in every window of his \$14,300 price-class home.

It adds \$357 to the cost of the house . . . about the same as good storm sash for all openings.

That adds a small down payment only if it happens to push into the next mortgage bracket.

Monthly payments run *about \$1.80* more than they'd be with uninsulated windows.

The home buyer saves heat, enjoys more comfort and has complete freedom from storm sash chores. Wonder why 90% of his buyers jump at the chance? And why many builders feature *Thermopane* in every window of all their houses?

Many builders use *Thermopane* economically because they design for standard types of sash that take standard *Thermopane* units. For a list of standard sash and standard sizes, write to Libbey-Owens-Ford Glass Co., 608 Madison Avenue, Toledo 3, Ohio.

\*©

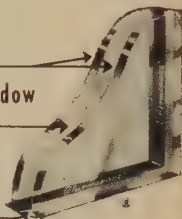


*Thermopane*  
INSULATING GLASS

Two Panes of Glass

Blanket of dry air insulates window

Bondermetic (metal-to-glass)  
Seal\* keeps air dry and clean



**LIBBEY • OWENS • FORD** a great name in GLASS

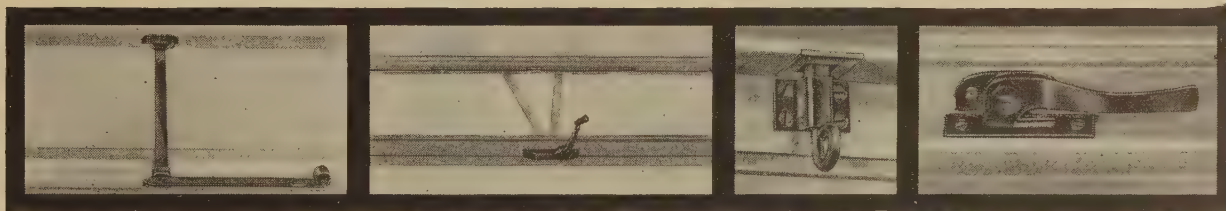


## BEE GEE SUPERVENT

### COMPLETE RANGE OF ACCEPTED STANDARD SIZES

16 sizes to fit every building purpose, including sizes for LU-RE-CO 4-foot panels or for 4-foot on center panel construction. Every Bee Gee Supervent is carton-packed, two to a carton, with glass and hinge hardware already in place. Engineered to install in any of three positions—awning, hopper or casement. It's easy to group them in big luxurious "walls" of windows, string them out in modern "ribbons", use them in "stacks" to fit a conventional wall opening.

### YOUR CHOICE OF FOUR DE LUXE HARDWARE OPTIONS



"KNEE-ACTION" BAR OPERATOR

ROTO-LOCK OPERATOR

TRANSOM LATCH

LOCKING HANDLE

### NEW THIN UNIFORM MULLION LINES

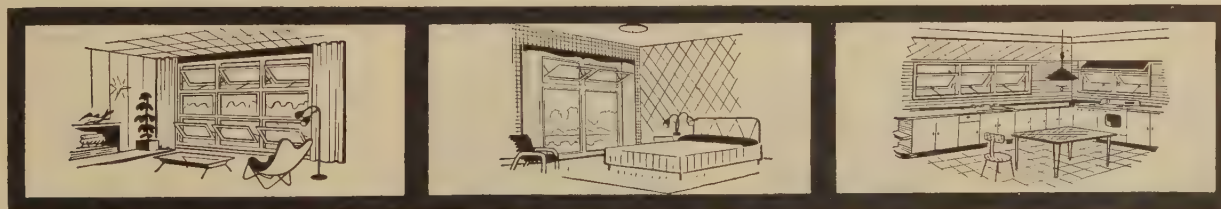
Developed out of modern architectural trends, new frame design gives thin uniform mullions in ribbons, stacks and groups. Mullion lines are always the same, inside and outside, in any combinations. Graceful modern beauty. Uniform trim. Less exposed wood between units. Bee Gee Supervents give you style plus economy!

### CLEAR, OBSCURE OR FAMOUS-NAME INSULATED GLASS

All Bee Gee Supervents and Superviews are available with 1/2" insulated glass.

When regular window glass is used, Room-Side Storm Panel is available. All Supervents fully weatherstripped. Wood parts toxic treated.

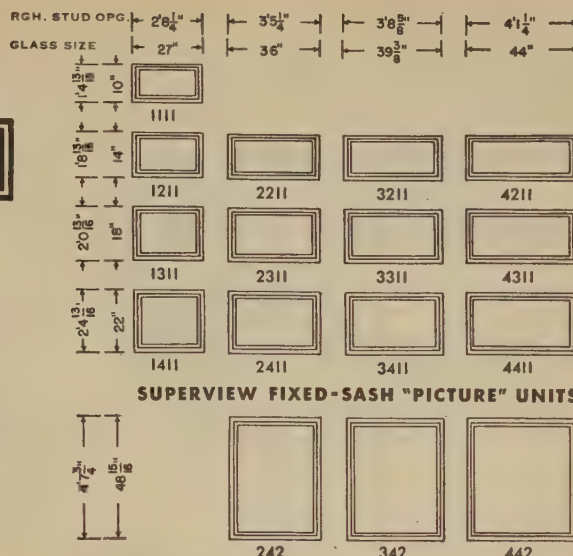
### LOW COST INSTALLATION • MODERN BEAUTY



Write today for full details and specifications

BEE GEE SUPERVENT

**BROWN-GRAVES CO.**  
**AKRON 1, OHIO**



### CHECK THESE EXTRA QUALITY FEATURES

- ▶ REPLACEABLE GLAZING
- ▶ OPTIONAL ROOM-SIDE STORM PANEL
- ▶ FIXED-SASH "PICTURE" UNITS
- ▶ FAMOUS BEE GEE QUALITY
- ▶ EYE-EASE ALL-ALUMINUM SCREEN

BROWN-GRAVES CO.  
Dept.HH-111, Akron 1, Ohio

Please send catalog with complete data and specifications on Bee Gee Supervent windows.

I am a ☐ Builder ☐ Architect ☐ Dealer ☐ Jobber

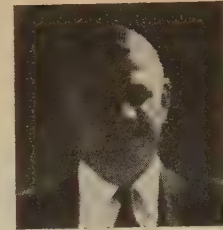
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



continued from p. 205



H&H staff photos

**Dick LeMay:** "Looks are today's first sales consideration. Next is a good floor plan."

LeMay considers a good plan allows traffic to circulate from kitchen to bedrooms without crossing the living room. He insists that his houses, designed by Architect Joe Reynolds, have a separate breakfast space, a dining area separate from the kitchen, and sliding glass walls. His two biggest bedrooms have two closets, the master bedroom, a walk-in closet.

"Variety is as important in selling as a furnished model," says LeMay who offers 20 different floor plans on 102 lots. He plans 40 to 50 houses annually, prices his 1,150 sq. ft. houses \$12,400 to \$13,000.

**Merchandiser LeMay** keeps a running account of buyer preferences. His questionnaire, "Tomorrow's House," states frankly: "Your ideas are our future plans."

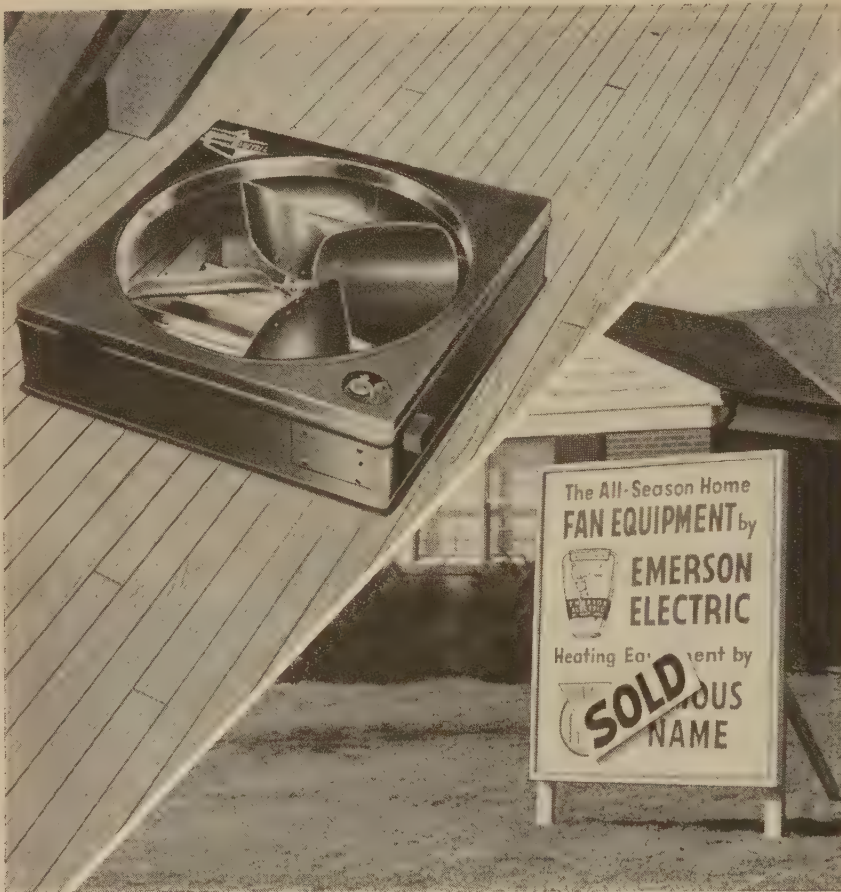
He chose lots midway between the junior high and elementary schools: "Schools are important to people these days; they have so many children."



**Overhead doors back and front** are a new LeMay feature because many men in his area own boats and have no way of getting them to their back yards past a single-car garage on a narrow lot. Several other builders have picked up the idea "so the garage can become a breezeway for children in hot weather, and since VA gives such poor valuations on carports. We give people the benefit of both garage and carport."



**Ed Webster:** "Home buyers are like auto buyers. They go for gadgets." (continued on p. 214)



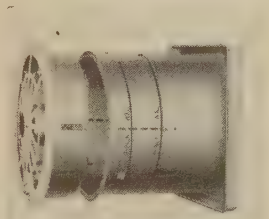
## Use the selling power of famous names...

When home buyers recognize the name of a trusted "friend" on equipment, tremendous selling power is added to the homes you are offering.

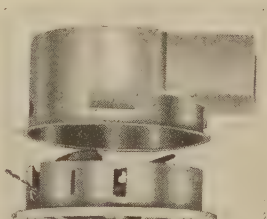
The Emerson-Electric name is an old friend to millions—for more than 60 years it has been famous for in-built quality, unfailing service and

exceptionally long life. To home buyers it carries the definite assurance that you as a builder are putting lasting values into your homes. It is an assurance that adds selling power. Use it. It pays! Write for bulletin No. 1006. **THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI.**

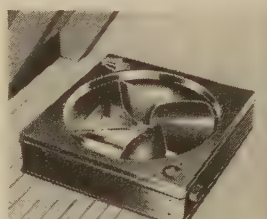
### MODELS FOR EVERY VENTILATING SERVICE



**Emerson-Electric Built-in Ventilator with Wall Sleeve.** Fits brick, masonry or frame kitchen walls. Supplied with decorative inside grille.



**Emerson-Electric Ventilator for Ceiling Installation.** For kitchens, bathrooms, laundries. Furnished with or without sleeve and outside grille.



**Emerson-Electric Attic Fan.** Can be easily installed in narrow 33-in. hallways in low-cost housing developments, even after house is completed.

**Emerson-Electric**  
of St. Louis







## You'll be hearing more about this symbol It can help you speed home sales...

The symbol you see at the left represents a new idea that will soon be sweeping the country...making a powerful appeal to home buyers everywhere.

It stands for *balanced insulation*—the right combination of side-wall and ceiling blanket insulation—insulating sheathing—storm sash and weather-stripping—balanced to provide maximum comfort in any climate.

Balanced insulation can help you sell more homes in 1955—especially when you use such famous products as Balsam-Wool\* Sealed Insulation and Nu-Wood\* Insulating Sheathing. For the story of these high-quality insulating materials is being brought to millions of home makers—in The Saturday Evening Post and other big national magazines. Builders who tie in will profit!

### *Put balanced insulation to work— See your lumber dealer!*

Waiting for you at your lumber dealers is a complete sales aid kit, including the following:

- ★ Complete instructions for tying in with the nationwide program that gives you active help in selling better quality, more profitable homes.
- ★ A special emblem identifying you as a quality builder who provides balanced insulation with Balsam-Wool and Nu-Wood.
- ★ Newspaper ad mats—publicity—plus special sales aid meetings.

**ONLY YOUR LUMBER DEALER CAN GIVE YOU THIS SALES-MAKING  
PROFIT-BUILDING BALANCED INSULATION PLAN—SEE HIM SOON!**

**WOOD CONVERSION COMPANY**  
Dept. 236-55 First National Bank Bldg.  
St. Paul 1, Minnesota



\*Reg. U.S. Pat. Off.

**BALSAM-WOOL**

*Insulating Sheathing*

*Guaranteed Insulation*

**NU-WOOD**



continued from p. 210

DAILY NEWS  
for today's builder  
**The Most Important News  
in Kitchen History\***



## SHADOW-LINE styling in NUTMEG NATURAL finish

Climaxing thirty-three years of leadership in producing kitchens that help sell homes, Kitchen Maid now offers Shadow-Line, the first truly different motif for today's volume-conscious builder. Here at last is a smart, clean, contemporary look, beautifully framed in Kitchen Maid's new honey-color Nutmeg Natural finish, and available with either ultra modern or authentic period hardware.

### New Look ★ New Finish ★ New Features bringing a new dimension of beauty and convenience to the homes you build

- In the Shadow-Line motif, door edges are cut on an inverted bevel, giving a smooth, open, uncluttered plane to all front surfaces.
- Hardware is either contemporary brushed brass, or antique, hammered natural copper or black finish. Drawers are of quiet aluminum.
- Nutmeg Natural finish enhances the beauty of Kitchen Maid's furniture-type wood construction.
- New features such as rotating shelves, built-in planning desk and convenient sit-down sink, added to Kitchen Maid's traditional built-ins and accessories, make this today's top value in functional design.

#### \* Proved by Builder Response

Since its introduction at the NAHB Show, the new Shadow-Line kitchen has evoked sweeping enthusiasm from leading custom and project builders, interior design experts and dealers. You'll understand why when you see what it does for *your* homes.

**KITCHEN MAID**  
FIRST AND BEST IN  
**KITCHENS**  
OF WARM AND FRIENDLY WOOD

**Kitchen Maid Corporation**  
455 Snowden St., Andrews, Indiana

Please send complete information about your new Shadow-Line Kitchen. I am an ☐ Architect ☐ Builder ☐ Dealer.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Sharpstown Builder Webster's "gadgets": a time switch on the attic fan, glass block as a backsplash for the kitchen sink, double-size medicine cabinets.

"Folks want built-in ranges and ovens, sliding glass doors, provision for outdoor living, fencing for their back yards," he says. His architects are Dunaway and Jones.



**Ben Hibbler:** "People want more space in a house and around a house."

Hibbler prefers wider lots than his competitors, bought 17 ranging from 71' to 73'. "Building itself is no problem around Houston," says Hibbler, "but customer relations are. Sometimes I think it would be much easier to finish all houses before offering them for sale; then you wouldn't have to keep up with the changes customers demand."

Hibbler houses (architect: Mat Howard) range from colonial to ranch.



**J. G. Wilkerson:** "Variety is the spice of life and the sales appeal of houses."

With his building neighbors, Ed Webster and M. P. Moore, Wilkerson agrees: "The public doesn't want plain vanilla. People around here don't want that company-town or mill-village appearance." Wilkerson builds about 70 houses a year in the \$12,500 to \$15,000 range. He offers "colonial contemporary and conventional," retains architects Dunaway & Jones on some houses, switches architects regularly to insure variety or "when other builders go to the architects we use for our designs."

"Kitchens and bathrooms are consistently the most important selling parts of the house," he thinks. "Currently the family room and a dining kitchen are becoming more important." How does Wilkerson know? "I keep experimenting with new plans and I keep asking people what they want or watch closely what they buy and why." Some things the public likes: "Telescopic towel bars, interior masonry and planters, sliding glass doors where mothers can sun their babies." (continued on p. 218)

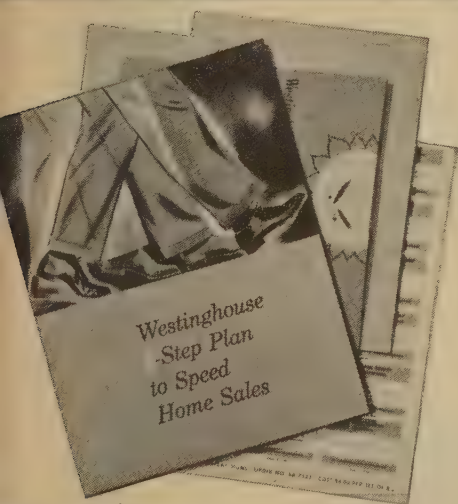


# "EASIEST-TO-KEEP-CLEAN HOUSE"

entire house all summer

entire house all winter

air electronically all year



## See the Westinghouse "6-Step Plan to Speed Home Sales"

Here's a down-to-earth plan that spells out practical promotion for quicker sales. Any builder can use it to advantage—to step up interest; boost the percentage of closures.

Whether you're located in the North, East, South or West—whether you're a large scale developer or a custom builder—you will find invaluable aid in this new "6-Step Plan to Speed Home Sales."

### MAIL THIS COUPON NOW FOR PROMPT ACTION

Westinghouse Air Conditioning, Dept. H-2  
Box 510, Staunton, Virginia

☐ I'd like to have a look at the Westinghouse "6-Step Plan to Speed Home Sales."

☐ I'd like to know more about the Westinghouse Precipitron, Heating-Cooling Unit Combination. I'm primarily interested as an:

☐ Architect ☐ Builder ☐ Other.....

NAME.....  
(Please Print)

TITLE.....

STREET.....

CITY.....ZONE.....STATE.....

# Westinghouse

J-80470



# PRECISION

## QUALITY PLUS SALES FEATURES

### DESIGNED FOR TODAY'S HOMES

—engineered for safety and ease of operation. Thousands of home builders across the nation have installed this quality salesman in their homes for quicker sales and more profits. Seven exclusive features plus Precision's big five-year guarantee have made Precision America's No. 1 Stairway. Stocked by 130 leading jobbers in the U. S. A. and Canada.

### LISTED IN SWEET'S

#### SEVEN EXCLUSIVE FEATURES

- 1—HYDRAULIC SAFETY CHECKS—prevents slamming of stairway on opening and closing; shut stairway door tightly and ease stairway into open or shut position quietly and safely.
  - 2—ACTUATED BY COUNTERWEIGHTS—cleverly engineered; they close the stairway tightly every time. No springs to weaken; no adjustments necessary.
  - 3—LIFE-TIME ROLLER BEARINGS—make operation noiseless and practically effortless.
  - 4—RUGGED AND STRONG—all parts are secured by bolts and screws. Superior design assures long life and dependable service under constant use.
  - 5—INSULATED DOOR PANEL—saves fuel in winter by preventing loss of heat to the attic and keeps out summer heat from the room below.
  - 6—FULL WIDTH SAFETY TREADS—protect each step, add to appearance, and assure a safe footing.
  - 7—FITS ANY CEILING HEIGHT—graduations on runners facilitate cutting off for different ceiling heights and insure a saving on both installation time and cost.
- TWO STANDARD SIZES: 8'9" and 9'9". For ceiling heights 7'0" to 8'9", use 8'9". For ceiling heights 8'9" to 9'9", use 9'9". Figure from finished floor to finished ceiling—not floor to floor. Frame fits 26" x 54" opening in ceiling; also 30" x 54" (special) at extra cost.



5 YEAR  
written  
GUARANTEE  
furnished with  
each unit

# SIMPLEX

## QUALITY PLUS LOW COST



**SELL MORE HOMES!** Assure your prospects of adequate storage space at a cost low enough to satisfy today's budget-conscious home buyers. The Simplex "Balanced Action" Folding Stairway can help your homes move fast for more profits! Its economy . . . ease of operation . . . and durability make Simplex a No. 1 PROFIT-MAKER for home builders.

### New! BALANCED SPRING ACTION for effortless operation.

SIMPLE AND EASY TO OPERATE—no adjustments necessary.

**RUGGED AND STRONG**—Manufactured of highest quality materials—No. 1 kiln dried lumber throughout. All parts secured by bolts and screws—no nails.

**TWO STANDARD SIZES**—8'3" and 9'9". For ceiling heights 7'0" to 8'3", use 8'3". For ceiling heights 8'3" to 9'9", use 9'9". Frame made to fit 26" x 54" opening in ceiling.

**SHIPPED IN ONE PACKAGE**—shipping weight, 8'3", 52 pounds; 9'9", 56 pounds.

**MANUFACTURED IN PRECISION'S MODERN PLANT.**

MANUFACTURED BY

## PRECISION PARTS CORP.

400-HH North First Street

Nashville 7, Tennessee

### HOW SHARPSTOWN BUILDERS MERCHANDISE

continued from p. 214



**F. L. Woods Jr.:** "We can't yet put air conditioning in houses under \$15,000 but attic fans are essential."

Partner in the McBal Co. with S. E. McCrory, Woods believes Sharpstown offers sales security over the long pull: "The idea of a community with swimming pools, good schools, a country club is what appeals to buyers these days." McBal does from 50 to 100 houses a year in the \$12,500 to \$15,000 range. Woods is "completely sold" on Texas' biggest land developer. Architects: Dunaway and Jones.



**M. P. Moore:** It's hard to outguess the public."

But here's how he tries: "Once you've decided your price bracket—and that is the most important thing—build bigger and better bathrooms and kitchens." In his bathrooms Moore provides plenty of storage, a 20" x 30" mirror. In the kitchen: ceramic tile on counter tops, vent fan, dining area, birch siding ("easier to wipe clean than paint"), brand-name kitchen cabinets ("in color or in a natural wood finish"). Matt Howard & Associates are currently his architects. He builds 60 houses a year.

Moore moves at a fast sales clip, was the first Sharpstown builder to sell a house, the first to move in a family. He uses a realtor for selling, furnishes his models completely. "I buy my own rugs and curtains; Foley's (downtown department store) furnishes the house for me and gives me color advice."

Unlike many Houston builders who put their furnaces in the attic, Moore places his in a hallway closet ("an attic is a dangerous place for a woman if the furnace goes out").

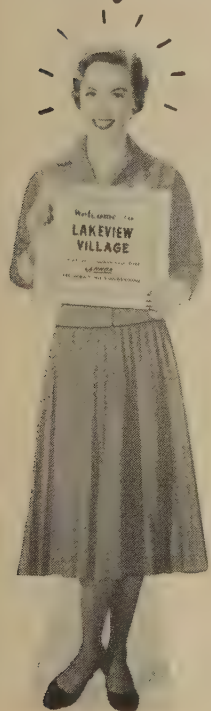


**Frank Ogren:** "There are too many builders in the low-price field."



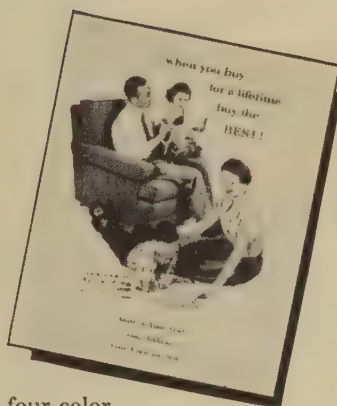
# HOMES FASTER!

Meet  
and sell your prospects  
with these  
unequaled sales makers



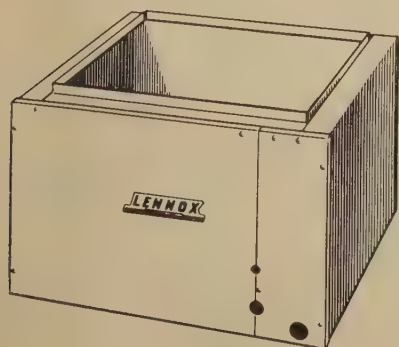
## YOUR OWN COLORFUL SELLING BROCHURE

You'll really get prospects coming and going with this handsome piece of literature. The high-quality four-color cover is imprinted with your tract's name and address. Inside is the complete story of *your* homes, with photographs, floor plans, detailed information—all tailor-made to *your* specifications. Inside covers have pockets for inserting manufacturers' folders. *This brochure will sell homes for you!*



## THE AMAZING LENNOX MYSTERY VOICE!

Stop prospects in their tracks while you give them a personal selling message! Use the Lennox Mystery Voice with Miss Lennox to make her a talking hostess... put it near your Lennox equipment... place it so the very walls seem to speak. Wherever you use it, it *works!*



## Meet Don Maxon,

*prominent builder who says:*



"I chose Lennox—and added an all-season air conditioning expert to my staff at no cost!"

Here's an example of what builders across the nation are getting as they team up with Lennox dealer-experts. Don Maxon of Maxon Construction Company, Barrington, Ill., puts it this way:

"I know I can rely on the advice and installation service of my Lennox dealer—Robert Kraft of Circle-Aire Company. He's proved that what he's most interested in is first, helping me pick the right equipment; and second, seeing that it's installed right, and on schedule."

Let *your* Lennox dealer-expert help you build more comfort into your homes, winter and summer, and more profit into your operations. Choose Lennox!



It's good business to buy

# LENNOX

Air Conditioning and Heating—since 1895: Marshalltown, Iowa; Syracuse, N. Y.; Columbus, Ohio; Fort Worth, Texas; Pasadena, Calif.; Salt Lake City, Utah; Decatur, Ga. In Canada: Toronto and Calgary.



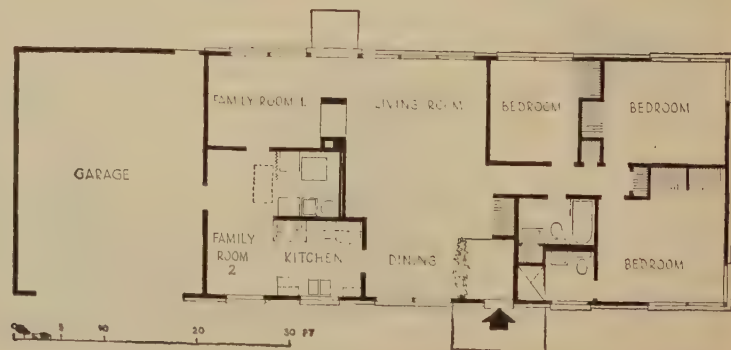
Here is proof of high demand for quality houses priced right:

44 of these houses were sold the first week in April

# In Detroit:



Photos: Richard Shirk





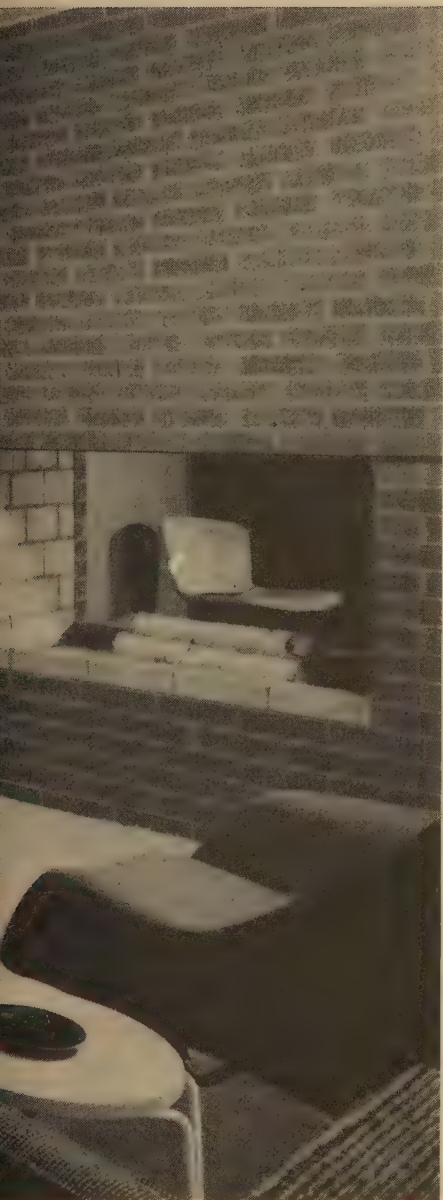
FRANKLIN CONSTRUCTION CO., builder

EARL ROSIN, architect

FINANCING: National Mortgage Co.

TERMS, standard FHA, \$3,190 down

## a mass market for quality houses



Never underestimate the market for bigger, better houses.

Two years ago in conservative Detroit, four builders teamed up to try out an unheard-of theory in that area: they would tempt the second-time-buyer market with a quality house, mass-producing it to bring down the price.

They opened up Franklin Knolls two summers ago, offering 200 houses at \$19,990, each requiring a \$7,000 down payment. All were sold in less than three weeks.

That was no one-time fluke. Last summer an addition was opened. It sold out almost as soon as offered. And last month the builders showed the improved model pictured on these pages, offering it at a basic \$19,990 price, this time asking \$3,190 down. Result: 44 sales the first week end.

Franklin Knolls now occupies a square mile, some 14 miles from Detroit and only a few minutes from the gigantic Northland shopping center. Today the four partners are busy acquiring more land.

Granted that such success depends partly on adequate financing, it depends more on (1) good market judgment and (2) the courage to back up that judgment.

Says Franklin partner, Les Taubman, once a large custom builder, "I kept running into people who couldn't afford \$30,000 houses but didn't want the smaller, lower-price houses they could afford. Many of them who had previously bought two- and three-bedroom houses had \$7,000 for the down payment on a conventional mortgage. We decided to go after that market."

The first house had 1,540 sq. ft. on one floor, a basement and two-car garage, and lots were one-third to one-half acres. Similar size houses in the area sold for \$25,000 or more. The latest model is like the first house—without the basement but with more storage in attic and wider garage, and a much improved floor plan.

Add to this a first-rate, thorough promotional program and you can't miss, says Taubman. *(Cont'd. on p. 229)*



Living room and family room



Master bedroom

"We saw an opportunity in our new model," says Partner Taubman, "to use a portion of the utility room which normally is used only part of the day, or certain times during the week, for general family activity—a place for rainy days where children could play under mother's scrutiny. We installed a folding wall with a double-curved track which allowed the wall to be used either to shut off the area between the breakfast room and utility room or between the utility room and our new, second family room. Or the wall folds up to leave the areas entirely open to each other. This provides extra livable space." How this works is shown in the two pictures at right. At top right is a view from living room toward the other family room the two partially separated by fireplace open to both. Also at right is view of master bedroom and its 8' of double-doored closet. Decorating was by the builder, aided by Knoll Associates and Chiku-Rin Galleries, Birmingham, Mich.



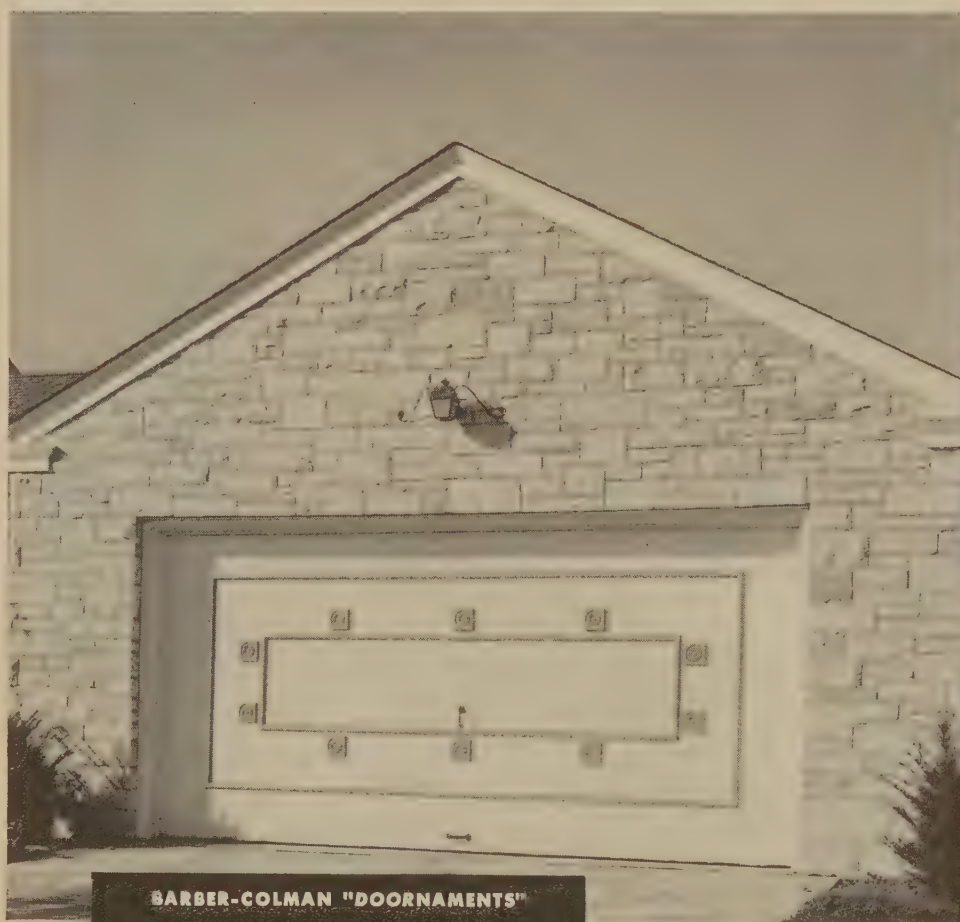




# Barcol® OVERdoors

**add distinctive individuality  
to modern homes with readily-  
available decorative "Doornaments"**

You know the importance of good, *individualized* design in garage doors today. But do you know how extremely *easy* it is to achieve? Just take a *standard* Barcol OVERdoor—panel or flush type—and mount *ready-made* decorative "Doornaments" in practically any design arrangement you want. Costs very little extra, adds a lot of extra character, extra value to the home! Shown below are but a few of the innumerable ways Barcol OVERdoors can be individualized. At first glance they look "custom-made" and expensive . . . but they're not. They are simply standard OVERdoors with attractively positioned, stock-item "Doornaments." FREE DESIGN SERVICE makes it simple as A.B.C. for you to get the exact effects you want. Call your local Barber-Colman distributor now (listed under "Doors" in phone book).



**Only Barber-Colman OVERdoors give you all three—**

1. **CAM CLOSING** releases immediately for easy opening; exclusive pressure closing seals garage weathertight.
2. **WEATHER-KING SECTIONS**—panels guaranteed for life not to weathercheck, split, crack, or delaminate.
3. **INDIVIDUALIZED DESIGN**—New Doornaments make standard doors into custom designs at only fractional extra cost. For free design service, call your Barber-Colman distributor (under "Doors" in phone book), or write:

## Barber-Colman Company

Dept. NF55 Rockford, Illinois

WARDROBEdoors • Automatic Controls • Industrial Instruments  
Air Distribution Products • Aircraft Controls • Small Motors • Molded  
Products • Metal Cutting Tools • Machine Tools • Textile Machinery





1.



2.

Photo: Frank M. Cowger

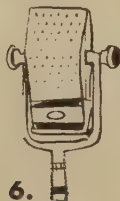


3.



4.

Photo: Leslie Gill—LIFE



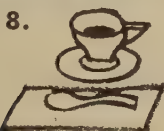
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7.



8.



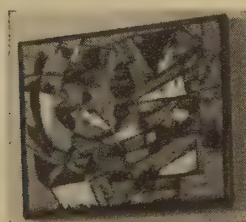
9.

Photo: Ida Wyman—FORTUNE



10.

courtesy: Knoll Associates



11.

## Here's a merchandising lesson for order-taking builders

Why merchandise when you undersell the competition?

Many mere order-taking builders would take a lot more orders faster—and so be able to plan ahead better—if they followed a promotion plan like Franklin Construction's. Here's how it works:

1. Divert traffic from main arteries with road signs in Burma Shave sequence.
2. Set up the garage for the sales department with pictures of the various elevations on the walls. Under each picture hang a wooden display board indicating material choices, with cartoon illustrations.
3. Give brochure reminders to all visitors.
4. Hold a cocktail party and luncheon for the press, civic and housing officials and others before each model opening.
5. Provide a large, well-lighted parking area.
6. Sponsor radio show four days weekly (the disc jockey is a local resident).
7. Run newspaper ads in large space.



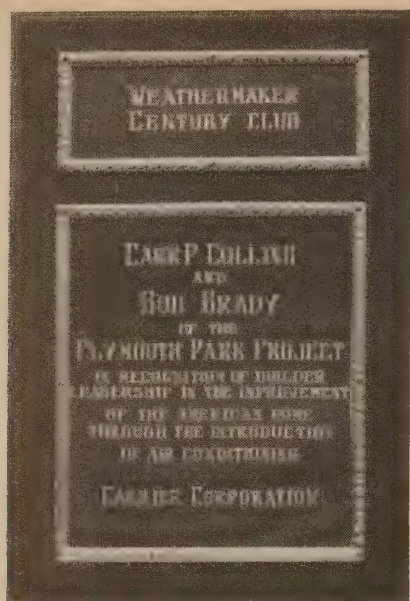
12.



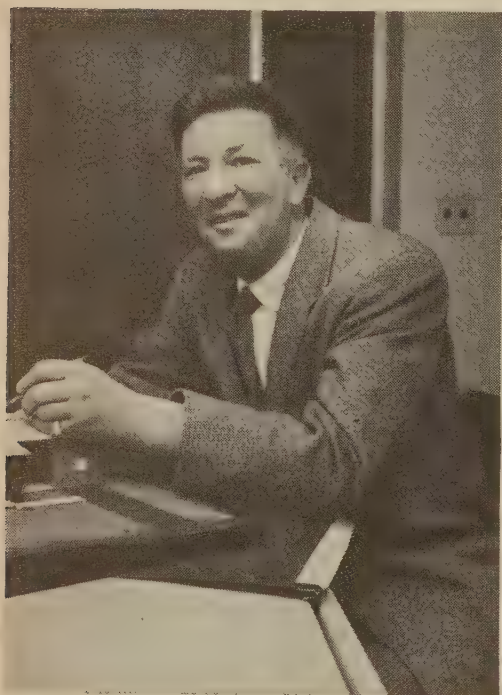
8. Give a tea and preview showing for local residents.
9. Play a tape-recorded sales message over a loudspeaker at each model opening.
10. Furnish model houses with top designs in furniture and accessories.
11. Display works of regional artists, changing the exhibit each month.
12. Tie in with car manufacturer to show new vs. old in both cars and homes, and with a local appliance chain which may give away one of the houses as a prize.

continued on p. 233





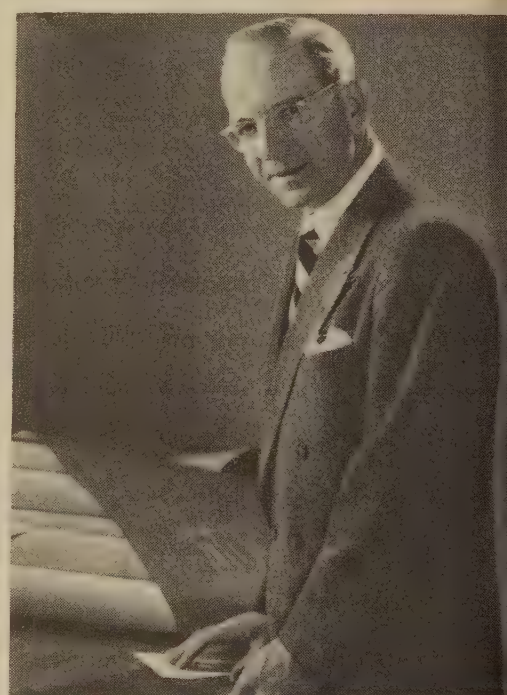
# Carrier Salutes Weathermaker



**MELVIN H. GLICK**, Clayton, Missouri. In September of 1952, the Glick Real Estate Company broke ground for St. Louis' first Carrier Weathermaker Homes—McKnight Heights. Ninety days later, all 62 homes in the development were sold. Today, Mr. Glick's Oak Estates features the home design that took the \$5000 first prize in the Carrier Architectural Competition for the best air conditioned home designs!



**MEL SCHROEDER**, Las Vegas, Nevada. You get an awful lot for your money in Frontier Builder's Charleston Heights homes in Las Vegas. Imagine real Weathermaker Homes with Carrier air conditioning for only \$12,800 to \$13,750! You get modern, ranch style homes, with three or four bedrooms, two baths, and complete landscaping. Four short months after construction began, 44 of these homes were occupied.



**DONALD K. VANNEMAN**, Atlanta, Georgia. Georgia's first Weathermaker Home project opened on March 15, 1953, at Etheridge & Vanneman's historic Ridgewood Heights. Twenty homes were sold the first day! And no wonder! For \$16,790 (including closing charges) the buyer got a two-story brick house with 1475 square feet of usable area, recessed lighting, built-in dishwasher, *and* Carrier year-round air conditioning!



**AIR CONDITIONING • REFRIGERATION**

**INDUSTRIAL HEATING**



# the Charter Members of the Century Club!



**BEN OKUN**, Scarsdale, New York. "If you've got to work in New York City, you should live in Westchester County" . . . and there's no more exclusive community than the Wilmot Woods area of New Rochelle, where Stratton Heights is located. In this community of ranch and split-level homes, the beautiful old trees and shrubbery have been preserved to make a fit setting for homes in the \$28,500 to \$40,000 bracket.



**BOB BRADY . . . CARR P. COLLINS**, Dallas, Texas. Twenty-one thousand Texans turned out for the opening of Plymouth Park, saw contemporary glass-and-brick homes with three bedrooms and two baths, a marble chip roof, a patio, and Carrier air conditioning for just \$12,950! Says the handsome brochure: "We planned around the concept of the Carrier Weathermaker . . . every square foot is comfortable living space."

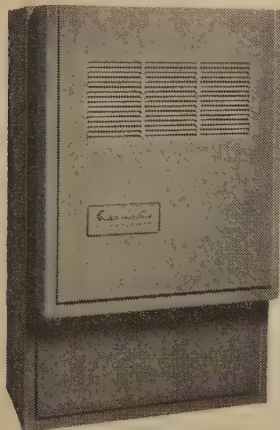
**T**ake a bow, gentlemen! You deserve it. You are the original Charter Members of one of the world's most exclusive clubs, first recipients of the first Weathermaker Century Club Awards!

Your achievement is indelibly engraved—"In recognition of builder leadership in the improvement of the American home through the introduction of air conditioning." And above . . . the names . . . Melvin H. Glick . . . Mel Schroeder . . . Donald K. Vanneman . . . Ben Okun . . . Bob Brady and Carr P. Collins.

You gentlemen had the vision to see that air conditioning could revolutionize the American home. You had the faith to stake the success of your enterprises on the Weathermaker Home concept of a house built around air conditioning. And you had the patience and persistence and ingenuity to bring this concept into brilliant reality.

And as a result you created for the American people a new kind of home . . . with comfort built-in, with new freedom, with new convenience . . . the Carrier air conditioned Weathermaker Home. And the public liked it . . . and bought more homes from you than they ever had before.

In the years to come, many more builders will join your golden circle, for there is much that remains to be accomplished. But you, gentlemen, were the first, the pioneers . . . and we of Carrier Corporation are proud of you!



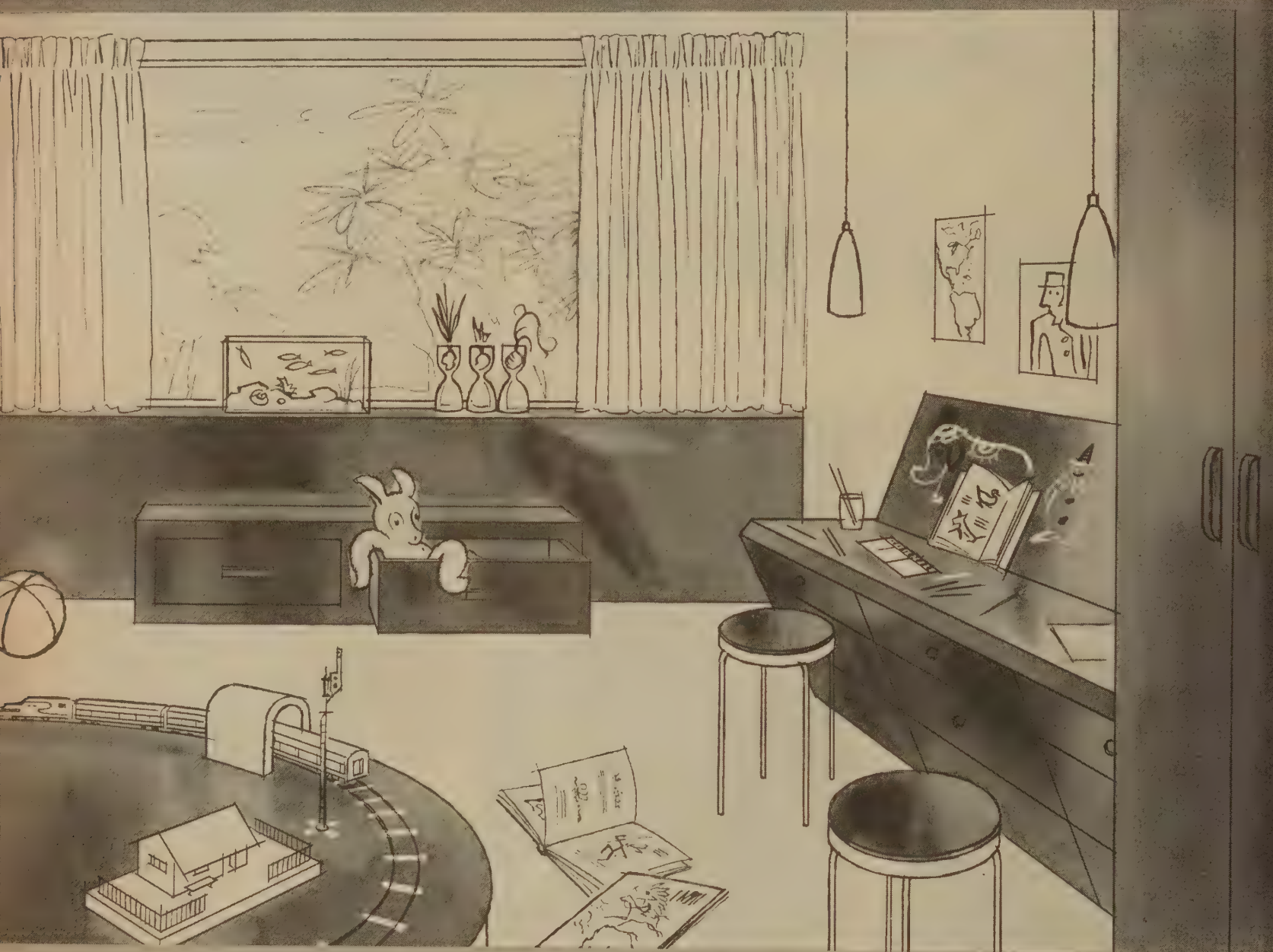
▲ This is the sign which identifies the Carrier Weathermaker Home—the home in which air conditioning is built-in, not added-to!

◀ This is the Carrier year-round Weathermaker\* that sparked a new approach to home design and construction . . . the Carrier Weathermaker Home! Carrier Corporation, Syracuse, N. Y. \*Reg. U.S. Pat. Off.



*Preview*  
*by Monsanto*

## How melamine\* laminated plastics can play-proof a playroom



**The most versatile and decorative** of plastics is coming out of the kitchen where it has been very much at home for years. Colorful laminates made with melamine resins are now contributing beauty and utility throughout the house.

This sketch of a children's playroom suggests just a few of the practical new applications for this smooth, durable surfacing material.

The "hobby window" has a melamine laminated sill. It won't be harmed by water splashing from the aquarium or plants.

The dado, closet doors and drawing table are covered with melamine that can take hard wear and is easy to clean. The built-in drawing board provides a richly-hued surface from which chalk and crayon marks erase with a damp cloth.

The train table, toy chest and stools are also topped with melamine laminate. That means they're resistant to scratching and chipping.

Melamine laminates\* in scores of colors and patterns are carried at most building supply stores. The lightweight sheets, from 1/16" to 1/10" thick, cut neatly with a saw and are cemented permanently to any rigid surface. They are also available already glued to plywood or hard board. Melamine laminates do not swell or warp, are unaffected by ordinary acids and alkalies.

\*Monsanto supplies melamine and phenolic resins for decorative laminates sold under these trade names:

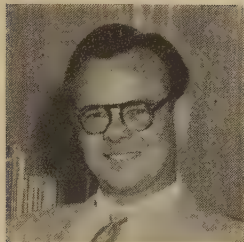
Arborite • Consoweld • Decalite • Farlite • Fibresin  
Formica • Lamin-art • Micarta • Nevamar • Panelyte  
Pionite • Plastilight • Railite • Richelain • Textolite.





## Here's how the Franklin team operates and something of what they've learned

Photo: Benyas-Kaufman



Barney Katzman, Pres.

Sidney Katzman, V. P.



Les Taubman, Treas.



Leslie Schmier, Sec.

Each partner has a specific responsibility.

President Barney Katzman buys the material and handles cost control.

Vice President Sidney Katzman is "outside man" and handles labor and construction.

Secretary Leslie Schmier, an attorney, is the fiscal chief.

And Treasurer Les Taubman has charge of all construction.

They have years of building experience behind them.

Before the merger two summers ago the Katzmans and Schmier built \$10,000,000 worth of homes yearly through their Prudential Investment Co.

and Les Taubman & Co. built about \$1,000,000 a year of custom homes and some commercial buildings.

Their new company has had a tremendous success and, with 400 homes sold,

they are buying more land for the project.

They still stick to their major thesis:

offer a luxury home for a low price,

cutting costs by mass production,

and pull out all the stops on promoting new models.

It is paying off handsomely.

Photo: Frank M. Cowger



### Here are some of the lessons they've learned:

- In Detroit brick is a sales must in houses priced at over \$12,000.
- Nobody objects to the same design and plan provided they are given top quality.
- Buyers must be permitted almost no plan changes.
- Radio promotion has some benefits but newspaper ads must be the basic medium.
- People who have lived in houses with basements usually want a new house with a basement.



# Trane Baseboard Heating gives you an **Easy way to prove you've quality into**

*Quality your prospects can see sells  
houses faster...for more money...greater profit!*

You actually *show* your prospects the quality you've built into your homes when you feature nationally advertised TRANE Baseboard Heating. *It's quality they can see!*

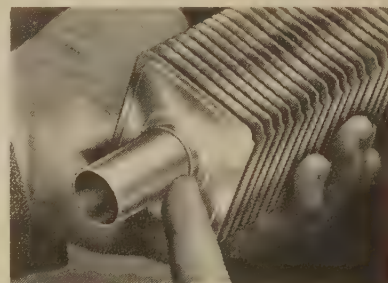
You demonstrate—and *they see*—how TRANE Baseboard Convectors heat where the cold begins . . . along *outer* walls, *under* windows. You point out the unlimited decorating freedom, the easier cleaning . . . *and more!*

You convince your toughest prospects *your* homes are the standouts in value. You get *more* for your quality homes—and you sell them *faster*—because you more readily prove you're offering the best with TRANE Baseboard Convectors and hot water heating.

Want the complete story on how TRANE Baseboard Heating helps sell houses faster? See your nearest TRANE Sales Office or write TRANE, La Crosse, Wis.



**Heat under windows**, along walls—*where the cold begins!* TRANE Baseboard Heating, you explain, surrounds you with warmth. There's a *real* selling story. And it's one of the easiest to show!

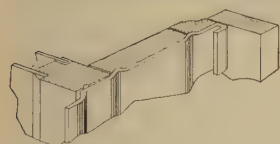


**Instant heat response** from TRANE's efficient aluminum-and-copper coil means there's no long, cold wait for heat . . . *no overheating, either.* So mention the fuel that's saved . . . the *lifetime economy!*

**Fuel Economies and Longer Life** of a hot water heating system, using TRANE Baseboard Convectors, cost the owner less during the life of his home.



# the warm, friendly wood casement...with a backbone of steel



PELLA WOOD CASEMENT WINDOWS combine the beauty and insulating qualities of wood with the strength of steel. For a 16-gauge steel frame reinforces the sturdy wood lining to provide maximum rigidity. This steel frame extends the full width of the 5¼" jamb and is continuous around all four sides of the windows. The hinge butt plate is anchored to the solid steel frame. That's why PELLA CASEMENTS always hang true and can be furnished with glass sizes up to 24" x 60" — the largest wood casement sash on the market.

And PELLA CASEMENTS fit all types of wall construction... install so quickly. They are simply set into rough wall openings, calked and secured in place by steel interlocking fins. PELLA CASEMENTS are completely assembled and pre-fitted at the factory. So there's no costly hardware fitting on the job.

You can achieve countless arrangements by combining stock-size PELLA CASEMENT WINDOWS. Glass sizes are 16", 20" and 24" in width and range up to 60" in height. Furnished with both horizontal and vertical muntins, horizontal muntins only, or without muntins. A quality window competitively priced. Mail coupon today for free literature. Distributors are located in major cities of U. S. and Canada.



**ROLSCREENS**—All Pella Casements are equipped with inconspicuous Pella RolSCREENS—that roll up and down like a window shade. Need no putting up, taking down, repairing or storage.



**DUAL GLAZING**—The year-round Pella self-storing storm window protects against winter cold and summer heat. Reduces street noises up to 40%. Glass sets in a neat aluminum frame, vinyl-lined to keep out dust.

*Pella*

**WOOD CASEMENT WINDOWS**

**CLIP AND MAIL TODAY**

**ROLSCREEN COMPANY, Dept. G-88  
PELLA, IOWA**

Gentlemen: Please send free literature on PELLA CASEMENT WINDOWS, with name of nearest PELLA distributor.

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE STATE \_\_\_\_\_

ATTENTION MR. \_\_\_\_\_





Photo: M. Hans Zielke

## "Parades" sell houses *Continued from p. 182*

**Parades of Homes**, like Milwaukee's, above, can show so many new, interesting houses that everyone in town thinks of selling their old house to buy a new one. Builders in Milwaukee (a leader in big parades) testify that these shows stimulate house sales. During 1954 Parade, 38 of 51 houses shown were sold, orders taken for 211 others.

**Another success** last fall was Wichita Parade, below. Under auspices of its active NAHB chapter, 15 houses were built, captured the imagination of the whole city and even of families living some distance away. Builders worked with architects and made special effort to present first-rate houses. Result: sales were excellent.



**Phoenix home show** this spring reproduced this room created by *House Beautiful* for Los Angeles County Fair where it was a great success. In Phoenix comment was so favorable that Show Director Ed Greenband rated it "greatest home merchandising feature in Southwest history." It will also be built in Indianapolis. Success of rooms like this points up way to excite public interest, draw publicity, encourage new home buying.

*continued on p. 252*







Photos: Gordon Coster

## Here is a merchandising prefab dealer

**Third-generation** Builder LeRoy Skogman of Cedar Rapids, Iowa, is representative of the new generation of builders: he is as keen on becoming a home merchandiser as on being a homebuilder. Result: he is now biggest builder locally.

This prefab house dealer is a graduate in the modern art of merchandising. In effect, he is a factory-trained merchant builder.

Unlike the builder who skims a sales and merchandising program, LeRoy Skogman stays up to date on merchandising because he is actively engaged in working with specialists—the prefabricated house manufacturer and his advertising agency—to learn market-tested ways of selling houses (see p. 249).

Maintaining his identity as a local builder, Skogman manages to cash in on all the dealer ads the manufacturer supplies and is able to call for special aids whenever he whips up a big promotional job. His own advertising tab is partially paid for by the manufacturer's cooperative advertising allotment for builders. The allotment is based on the number of houses shipped to the builder per year. But that's not all. Other benefits that score high with Skogman are:

- ▶ Sales training for his personnel by manufacturer's sales executives.
- ▶ The manufacturer's acceptance corporation financing service.
- ▶ Land planning and project engineering.

But merchandising training is a two-way street: Skogman heads a dealer committee to tell the manufacturer what it, too, wants.



**Chairman** of the P&H advisory committee, Skogman meets with other builders to swap ideas and merchandising plans, make suggestions to prefab management. P&H sales executives also meet in training sessions with Skogman's salesmen.

*continued on p. 249*



# CONCO *Contemporaries* the modern home conditioners

## with Everything\*

both builder and home buyer want!

### \*PRICE

Imagine! New mass production techniques make unmatched Conco quality practical for even low budget homes.

### \*COMPACTNESS

Architecturally engineered to provide full scale capacity in minimum space, with minimum clearances.

### \*FLEXIBILITY

Designed to provide heating, heating and cooling, or heating now cooling later.

**COUNTER-FLOWS**, 56,800, 75,000 and 90,000 BTU output.

Oil or Gas Fired.

**LOW HI-BOYS**, 56,800, 75,000 and 90,000 BTU output. Note deluxe cabinet extension available for use as return air channel to give smart horizontal lines for basement installation.

**HEATING-COOLING LOW HI-BOY**, 75,000 and 90,000 BTU heating output, 2 and 3 tons cooling. Counterflow models also available in same capacities.

\*and special

### "COOLATER" CABINETS

In white are shown the compact cabinet space provided to hold a cooling unit whenever installed. Because cooling space is an integrated, engineered part of the cabinet, no change in furnace, cabinet or ducts is required when cooling is added.

COUNTERFLOW

LOW HI-BOY

### \*QUIETNESS

Thermocoastal insulation, oversize fan, and complete cabinet enclosure assure whisper quiet operation.

### \*BEAUTY

Gleaming white, decorator styled, all-enclosing cabinet is tamper-proof, smart in kitchen, utility room, basement.

### \*ECONOMY

Fuel saving, trouble-free, long lasting — with money-saving provision for adding cooling.

## A NEW CONCEPT OF HEATING-COOLING DESIGN

The beauty of these decorous cabinets is more than skin deep. For they are the first to provide space for cooling equipment at a practical cost, and as an integral part of the cabinet design. And this is just one plus feature of equipment that is the most quiet, most attractive, most efficient, best engineered available. Now, small to medium sized homes, even in the lower price ranges, can enjoy heating-cooling equipment unmatched in the industry. For these gleaming white cabinets house the newest, most efficient engineering found in heating or heating-cooling today. Write for information on the truly modern Conco Contemporaries.

**CONCO ENGINEERING WORKS** Division of H. D. Conkey & Company, Mendota, Ill.

Affiliates: CONCO BUILDING PRODUCTS INC.—Brick, Tile, Stone  
CONCO MATERIAL HANDLING DIV.—Cranes, Hoists



CONCO ENGINEERING WORKS  
Mendota, Illinois

Send me information on Conco Contemporaries.  
Have your representative call.

MY NAME .....  
FIRM .....  
ADDRESS .....



Photo: Hedrich-Blessing; courtesy P &amp; H



Photo: Robert W. Kelley—LIFE



## Skogman reaches his public through TV, newspapers, handouts and interviews

**TV is tops** for prefab promotion, Skogman believes. When opening a new development, he advertises "institutionally" from three to four months before offering brand-name houses for sale. Using one-minute spots (see typical scene, left) punctuating a Saturday night TV film, he emphasized the community appeal of his latest subdivision, Noel-ridge. Last month's winner of house given away every 13 weeks on "Feather Your Nest" TV program will get house built by Merchant Builder Skogman.

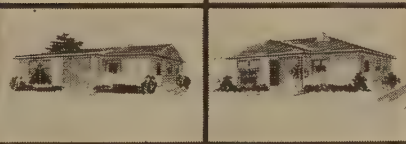
**Biggest boost** most prefab dealers think they get is from tie-ins with manufacturer at local level in newspapers (see left). Like other dealers in conservative areas, Skogman likes idea of prefabber preselling the idea of prefabrication to the public through national advertising. Factory representative or prefabber's advertising agency helps plan and coordinate big new programs Skogman kicks off, supplements this with "canned" materials including mats, floor plans, suggested ad copy, signs.

Photo: Gordon Coster



**Staying close** to his public, Builder Skogman keeps abreast of their wants by frequent personal checks. P&H selected him to appear as model builder in newspaper ads. Skogman prepared his own Homebuyers' Guide as goodwill builder.

### Lakeside



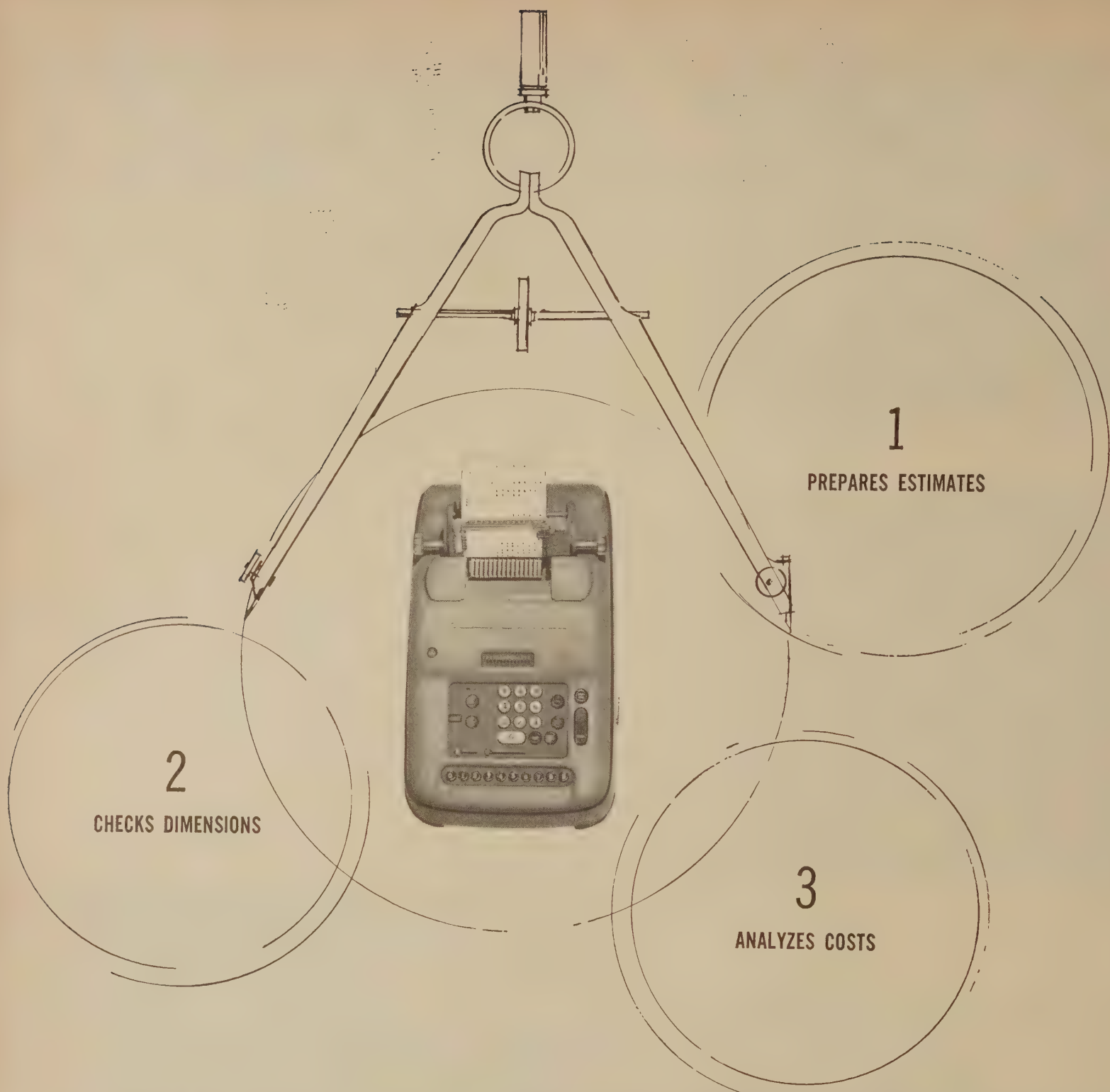
More value tomorrow...



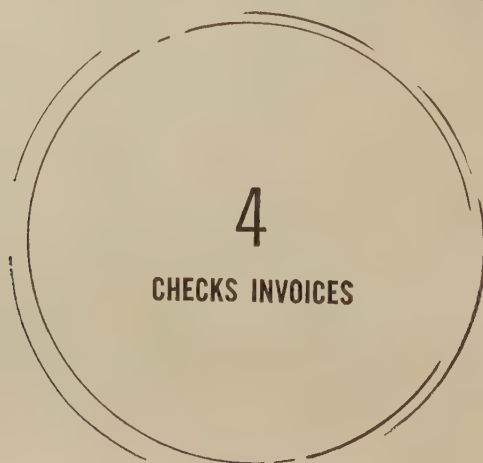
HARNISCHFEGGER

**Manufacturer's literature** was literally turned to Skogman's advantage: he used blank side of it to have local artist sketch in site plan of latest subdivision, left blanks for pertinent sales information. Manufacturer helps get project well marked and traffic-directed for opening, and Skogman can call on professional aid for interior decorating and furnishing of model houses.





## make plans for – a Remington Rand Printing Calculator



The Remington Rand Printing Calculator can multiply, divide, add and subtract. Anyone can operate this fully automatic calculator; ten-key touch makes it so simple and speedy...and exclusive Simpla-tape gives the operator a printed record of all figurework.

For free applications in the building trade, write for Case History 974, Room 1547, 315 Fourth Avenue, New York 10, N. Y.

**Remington Rand**

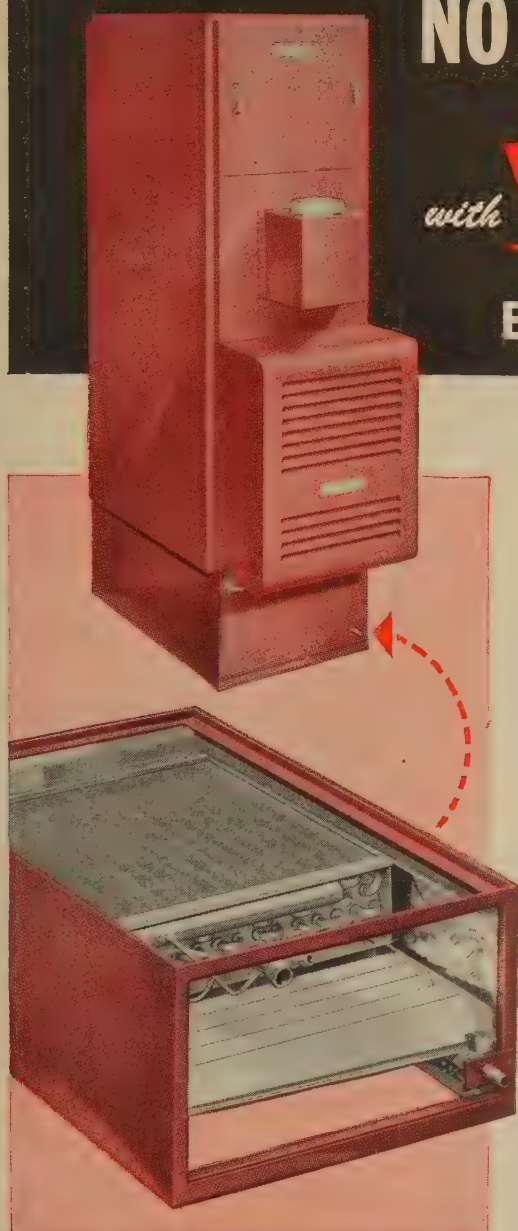




# NO FLOOR SPACE NEEDED

with **WILLIAMSON**  
WATERLESS COOLING

## Exclusive Counterflow Air Refrigeration



Now air conditioning is practical in the most compact basementless home using a counterflow furnace. Exclusive WILLIAMSON Waterless Counterflow Cooling, incorporated into the perimeter heating system, provides efficiency equal to other type systems, yet requires no additional floor space.

- ELIMINATES THE USE OF WATER
- COSTLY WATER AND SEWER CONNECTIONS AVOIDED
- NO FLOOR SPACE REQUIRED
- NO WATER TOWER OR PUMP NECESSARY
- EASILY INSTALLED . . . (90% FACTORY PRE-WIRED)
- CONDENSING UNIT OUTDOORS . . . SAVES SPACE, ELIMINATES INDOOR COMPRESSOR SOUND
- INSTALLATION OF COIL ENCLOSURE MAKES POSSIBLE COMPLETION OF SYSTEM ANY TIME IN FUTURE
- OPERATING COSTS EQUAL TO OTHER SYSTEMS
- COMPANION FURNACE UNIT COMPLETELY ASSEMBLED AND FACTORY WIRED
- FREE ENGINEERING SERVICE ON ANY PROJECT

Here is your opportunity to offer low cost YEAROUND air conditioning in your homes without sacrificing space. The evaporator coil is located in the enclosure upon which the furnace is mounted. The waterless condensing unit is located outdoors with connections made through a 3" pipe concealed in the floor. No extra floor space is used. Only WILLIAMSON Waterless Cooling offers these advantages.

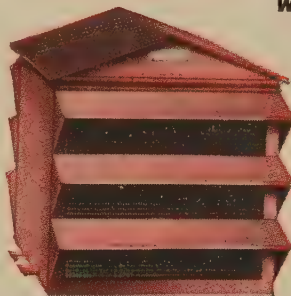
If you desire, install only the cooling coil enclosure and floor conduit. This additional material, usually costing less than \$35.00, is all that's required to offer the home-owner future cooling possibilities. Remember, a home built today without cooling equipment or provision for future summer air conditioning may be obsolete within 5 years. Give your homes an attractive selling extra by at least installing the 3" pipe and coil enclosure.

Illustrated above is the coil enclosure installed below a WILLIAMSON furnace. The evaporator coil is secured in a horizontal position. Below the coil are slanted fins which collect moisture removed in the air cooling process. A removable damper permits air to bypass the coil during winter furnace use. This unit is offered in a variety of sizes enabling it to fit most counterflow furnaces with belt driven blowers.

Write today for full details on **EXCLUSIVE**

**WILLIAMSON Waterless Counterflow Cooling.**

**NO FLOOR SPACE NEEDED!**



Illustrated at the left is the waterless outdoor condensing unit. It contains the compressor, condensing coil and fan, receiver, dual pressure control and sight glass. Only 5 major electrical and 2 refrigerant line connections are required on the job. The refrigerant liquid and suction lines and the condensate drain pipe travel from the outside unit to the coil enclosure through a 3" diameter 24 gauge galvanized pipe installed in the floor. Installation of this pipe and coil enclosure makes possible completion of cooling system any time in future.

THE  
**WILLIAMSON**  
HEATER COMPANY

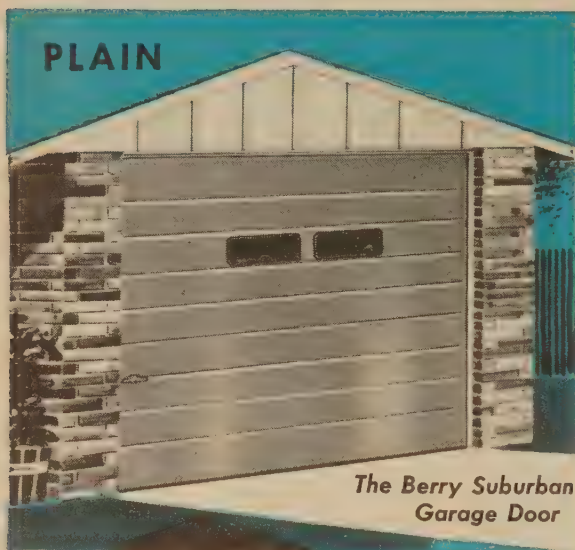
3567 MADISON ROAD  
CINCINNATI 9, OHIO



# WHETHER YOU LIKE 'EM **PLAIN**

# OR **FANCY**

## BERRY GARAGE DOORS ARE YOUR BEST BUY



**PLAIN**

*The Berry Suburban  
Garage Door*

Installation is so simple that it was introduced as America's first "Do-It-Yourself" garage door.

Available in 12 standard sizes with track type hardware. 7 Ft. high Berry Doors range in width from 7'6" to 18'. 8 Ft. high Berry Doors range in width from 8' to 16'. Canopy doors available in all standard sizes up to and including 9' x 7'.

RETAIL PRICED FROM **\$66<sup>50</sup>**  
F. O. B. BIRMINGHAM, MICH.

One of the beautiful, rugged, and low cost Berry Custom Garage Doors, which feature the same ease of installation as does the Berry Suburban.

Available in: 8' x 7', 9' x 7', 16' x 7' and 18' x 7'.

RETAIL PRICED FROM **\$79<sup>65</sup>**

F. O. B. BIRMINGHAM, MICH.

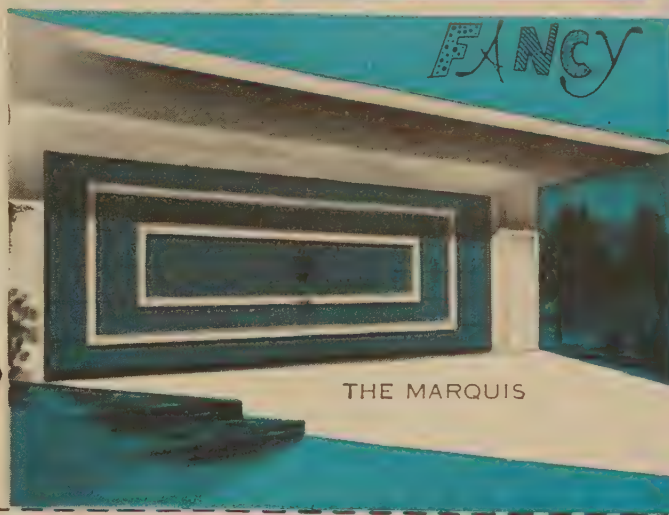
*For a  
Better Buy...  
Better Buy*

**Berry  
Garage  
Doors**

### *Here's Why*

- Simplest of all to install
- More advanced features
- Better engineering
- Higher quality
- Low Cost
- Greater beauty
- Better field service

Berry Garage Doors are guaranteed never to shrink, rot, swell, warp or crack because they're all steel!



**THE MARQUIS**

### STEEL DOOR CORPORATION

2400 E. Lincoln Rd., Department 21  
Birmingham, Michigan

I want full information on "America's Finest Garage Doors." Rush me descriptive literature, prices and name of nearest dealer for:

- ☐ Berry Suburban Garage Doors  
☐ Berry Custom Garage Doors  
☐ Please have a salesman call

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

2400 EAST LINCOLN ROAD BIRMINGHAM, MICHIGAN

**STEEL DOOR CORPORATION**

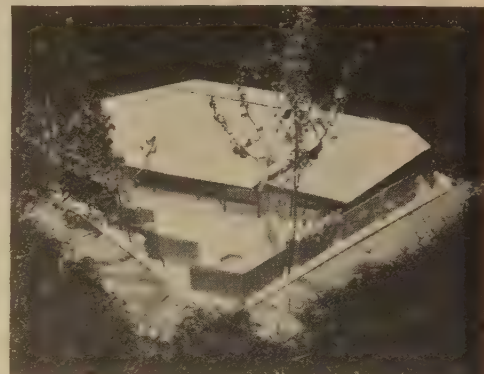
WORLD'S LARGEST MANUFACTURER OF ONE PIECE METAL GARAGE DOORS

**Berry**

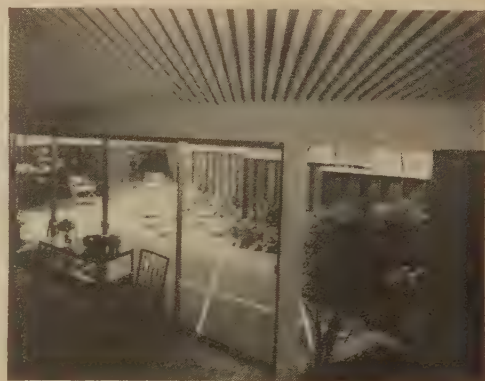
## The most talked-of house in Northern California

*Continued from p. 238*

*Photos: Herrington Olson*



**Center of attention** at one of the biggest home shows is this unusual house. It is in the Oakland Exposition Building, scene of a show put on each March by the Associated Homebuilders of the Greater East Bay. Architect was Wayne J. Littlejohn; builder, William Freehorn.



**Because** the plan has only 30 and 60 degree angles, it is called the "30-60 house." Among attractive features: living room, above, has black slate floor. Furniture coverings are silicone-treated for long life, easy maintenance. Entry has glass ceiling. Elsewhere clerestories add daylighting.



**Built-in ovens** and fold-away cooking units are features of luxury kitchen. Note unusual amount of work surface, "islands," lighting. Show director, Jack Hennessy, is executive vice president of builders' assn.



# Bond Helps You SELL!

How COLEMAN Advertising  
Helps You SELL  
with Big FULL PAGE Ads Like This . . .

● To Home Owners and Future Buyers  
Month after month, prospects will read about Blend-Air's exclusive features in "Life", "Saturday Evening Post", "Better Homes and Gardens", "American Home", and "Small Homes Guide". They'll know you're giving them the best—when it's Coleman!

● Plus "Portfolio of Home Merchandising Ideas" for 1955 gives you all the display material you'll need to tie in with Coleman's national advertising: "Talking point" cards for every room in your demonstration home. Cooperative advertising plans. Copies of the Blend-Air \$1000 Comfort Bond and the story behind the new Vit-Rock Water Heater \$500 Warranty. Plus a 16-page book on "How You Can Sell More Homes".

● Plus Two Trend Home Plans—a split-level design by Rudolph Matern, and a one-floor plan by Ned Cole. Write for complete information!

**\$1000.00 Comfort Bond**  
guarantees this won't happen  
to you again!

Only the exclusive Coleman *Blend-Air*  
Heating System makes it possible!

Blend-Air is completely re-engineered from furnace to heat outlet. Coleman's exclusive Blend-Air "blowdown" takes the place of ordinary registers and controls the heating of your home to give you and your family beautiful comfort in every room.

Coleman Blend-Air works like magic—the flanges actually draw room air into (and out of) your home and maintain constant comfort level temperature. And you don't have to replace the heat in bedrooms, living room or kitchen. Blend-Air does it all, all day long.

It's the most comfortable home heating system ever enjoyed because Blend-Air radiates heat from the walls, not from the ceiling. And Blend-Air also only exclusive \$1000 Comfort Bond.

**SAVES UP TO \$1000.00**—Saves you \$1000.00 by eliminating the need for a furnace, boiler, radiators, and ductwork. Blend-Air is a complete heating system that costs less than \$1000.00. It's the only system that can be installed in any home.

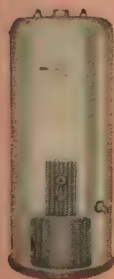
**COLEMAN Since 1900**—Makers of Lamps, Lanterns, Camp Stoves, Home Heating and Air Conditioning.

**THE COLEMAN COMPANY, Dept. BHG-101, Wichita 1, Kansas**

## another sales clincher! COLEMAN Vit-Rock Gas Water Heater

with "JET RECOVERY" action

Only Coleman puts a solid, patented rock wall between water and metal. Can't rust! And "jet recovery" gives over 200 gal. hot water daily from smallest models!



Backed by  
10-Year Warranty  
and EXCLUSIVE  
**\$500 Bond!**

**GAS • OIL • LP-GAS**

The Coleman Company, Inc., Dept. HH-151  
Wichita 1, Kansas

Please send information on Coleman Blend-Air heating and cooling, and "Portfolio of Home Merchandising Ideas."

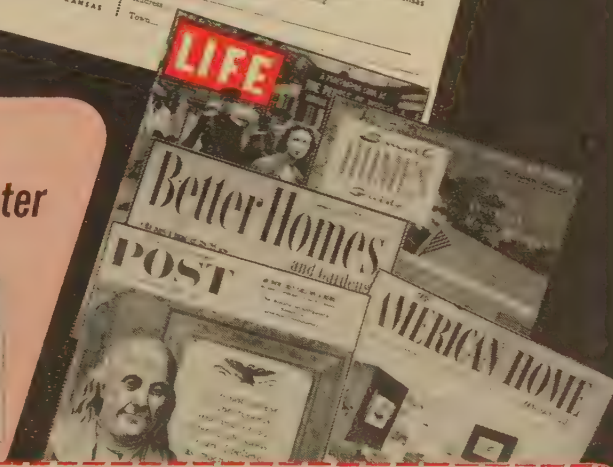
Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**MAIL COUPON TODAY!**  
**The Coleman Company, Inc.**  
WICHITA, KANSAS

home heating and air conditioning.





## LOW-COST COOLING SELLS SHARP & ISFORT PROSPECTS!

Mr. Sharp says:  
"We've realized for some time that home buyers put extra comfort first. But of all our efforts, no other low-cost comfort feature does so much to close sales as the Robbins & Myers Attic Fan. They help so much, we've installed 72 of these units within the past 3 years."

Ray Sharp, Partner  
Sharp & Isfort Builders  
Cincinnati, Ohio

Your prospects aren't different from Sharp & Isfort's in this respect . . . they're *comfort-minded*! And when you talk about complete home cooling (which sounds expensive), they're bound to be impressed!

Expensive as it sounds, you can promise this cool living, cool sleeping, for as little as \$137.60, list. That's *complete*, with automatic ceiling shutter! Another money-saving feature is the easy installation, shown below. Plus the fact that builders from coast to coast report "no

costly service or maintenance of any kind"!

Include this sales-closer in your homes! A low-cost R & M Attic Fan forces out pent-up heat; pulls cool night air through every room in the house. Available in sizes with certified air deliveries of 5,000, 7,000, 10,500, and up to 16,000 C.F.M. The smallest unit requires only 18" of attic clearance; the largest only 25". Fan guaranteed 5 years; motor and shutter, 1 year. Write for our reliable guide to comfort cooling!

### EASY TO INSTALL-1-2-3!



1 Fan and shutter arrive set up. Simply place fan over framed ceiling opening. Rubber cushion makes it self-sealing!



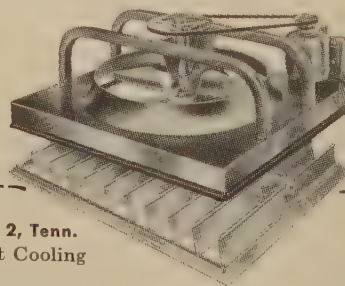
2 Complete automatic shutter unit screws to ceiling opening frame; flange forms trim. No finishing needed.



3 Ready-made attic louvers can be installed quickly by one man. Sizes for each of various-sized fans.

## ROBBINS & MYERS

"Package" attic fans 



IT'S FREE!



ROBBINS & MYERS, INC.  
Fan Division HH-55, 387 S. Front St., Memphis 2, Tenn.  
Please send your booklet, "R & M Comfort Cooling and Ventilating," A.I.A. File No. 30-D-1.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

### Do's and don'ts

when you furnish *contd. from p. 182*

Decorator Jack Shaw of Amityville, N. Y. has probably furnished more builders' houses than anyone else: since 1939, he estimates, more than 650. From this vast experience Shaw sums up three major aims:

1. Make rooms appear larger.
2. Add a note of cheerfulness that makes the visitor feel welcome.
3. Give the house a lived-in feeling. How do you achieve these aims?

### Do these things:

Use furniture properly scaled or even under-scaled to the proportions of the room to make the room look large.

Use light colors; they give the illusion of space.

Use wall-to-wall carpeting; it adds illusionary footage to a room.

Extend window treatments (curtains) especially where windows are small.

Select wallpapers with comparatively simple patterns because anything too "busy" tends to distract the eye from the business at hand, i.e. inspecting the house itself.

Select furniture that would appeal to the type of home buyer you expect to sell.

Use large mirrors wherever possible as they tend to make a room seem bigger.

### Don't do these:

Furnish beyond the estimated average budget of the potential home buyer.

Overcrowd a room with furniture.

Place furniture at angles, especially sectional sofas, as this seems to make the room look smaller.

Use furniture that is cumbersome or bulky as it gives a room an overcrowded feeling.

Crowd entries and exits with chairs or small tables just to add extra furniture.

Use a period or style of furniture that conflicts with the design of the house.

Ignore current furnishing trends by using items that were popular several years ago rather than today.

Try to do-it-yourself when the cost of a professional is so small and the results in increased home sales can be so great.



Even in low- to medium-priced homes, *Electric Ranges* never fail as a sales booster," say builders Brisker and Campitelli of Washington, D. C. "People at first thought this de luxe equipment wasn't possible in the low-cost field—but we're still including electric kitchens because it pays!"



"Our homes include the very newest and finest developments in building products, methods and appliances," says Mr. E. A. Ballin, builder, of Hewlett Harbor, N. Y., "and for that reason they are equipped with modern, automatic *Electric Ranges*."



"Today there just isn't any question about the demand for electric cooking," says Mr. Harold S. Campbell, who built this house in Rosemont Acres, near Bethlehem, Pennsylvania. "They call me a 'merchant builder,' and as a 'merchant' I like to cash in on a pre-sold market. Home buyers certainly are sold on the *Electric Range*."





# NEW PRODUCTS

Photo: courtesy Garden Lighting  
Westinghouse Corp.



**OUTSTANDING FEATURES**, such as ponds or clumps of trees, are spot-lighted so as to stand out from the darkness around them. Pools can use submerged lights.



**LARGE GLASS AREAS** seem to disappear when outdoor lighting approaches the indoor level. Lights are concealed beneath the window.

## Outdoor lighting can win the quality buyer... Show off the model house



For the builder, outdoor lighting can both amplify the attractiveness of his product, and extend his sales hours. The model house, with grounds and landscaping shown to best advantage, is more appealing because it is not just a house for sale, but a way of living.

Consumer and general magazines are showing the public the pleasures that lighting can bring to their outdoor living, and manufacturers are marketing fixtures to meet the demand. A key development has been the neoprene-covered underground cable that requires no conduit, but is merely buried in a trench 18"-24" deep. The production builder could well lead such a circuit to several selected spots in the yard, then head it off with projecting duplex weatherproof convenience outlets. After finish grading and landscaping, the home owner could plug in whatever fixtures he desired.

This circuit should be left unfused during construction, and electrified only when put into use. A separate circuit would be desirable, so that an overload of outdoor fixtures would not blow a house lighting circuit. All cable, fixtures and connections must obviously be waterproof.

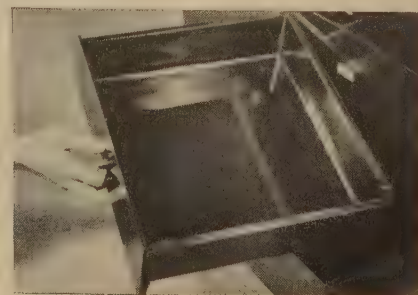
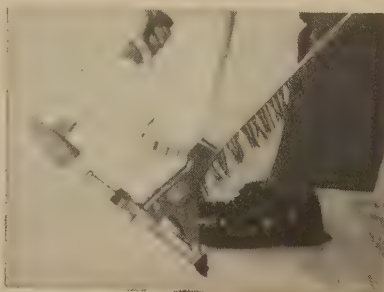
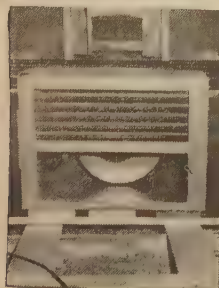
Floodlights mounted on eaves overlooking patios and yards, post-mounted lights at driveways or curbs, entrance and house number lights, at least one weatherproof outlet

*continued on p. 268*



**ENTRANCE FIXTURES**, such as Teal's pole-mounted reflector (left), and Lightolier's doorway lights (above), now boast contemporary look.

## Other NEW PRODUCTS in this issue



new cooling unit...p. 296 . . . a "kitchen of today".....p. 332. . . floor nailing machine.....p. 276 . . . prize-winning plastic drawer.....p. 280











# CHART FOR HOME WIRING SYSTEMS

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McGraw-Hill Publishing Co., Inc.











Notes
Use of more than one outlet is permitted, but not recommended.
Appliance may be direct connected.
Appliance may be direct connected.
These appliances may be direct connected on a single circuit. Grounded receptacles required, otherwise.
Heavy duty appliances regularly used at one location should have a separate circuit. Only one such unit should be attached to a single circuit at a time.
Separate circuit serving only refrigerator and freezer is recommended.

Notes
Grounding type receptacle required.
May be direct connected—must be grounded.
Grounding type receptacle required.
Consider possible use in other locations.
Consult Utility Co. for load requirements.

## LIVING AREAS

	Typical Wattage	Preferred Circuit	Volts	Wires	Breaker or Fuse	Number Outlets	Typical Outlets	Notes
 WORKSHOP	1500	2 KW.	120	2 #12	20A.	2 or more		Separate circuit recommended.
 PORTABLE HEATER	1300	2 KW.	120	2 #12	20A.	1		Should not be connected to circuit serving other heavy duty loads.
 TELEVISION	300	2 KW.	120	2 #12	20A.	2 or more		Should not be connected to circuit serving appliances.
 PORTABLE LIGHTING	1200	2 KW.	120	2 #12	20A.	2 or more		Provide one circuit for each 500 sq. ft. Divided receptacle may be switch controlled.

## FIXED UTILITIES

	Typical Wattage	Preferred Circuit	Volts	Wires	Breaker or Fuse	Number Outlets	Typical Outlets	Notes
 FIXED LIGHTING	1200	2 KW.	120	2 #12	20A.	2 or more		Provide at least one circuit for each 1200 watts of fixed lighting.
 AIR CONDITIONER 3/4 H.P.	1200	2 KW.	120	2 #12	20A.	1 or more		Consider 4 kw 3-wire circuits to all window or console type air conditioners. Outlets may then be adapted to individual 120 or 240 volt machines.
 AIR CONDITIONER 1 1/2 H.P.	2400	4 KW.	120/240	3 #12	20A.	1 or more		
 CENTRAL AIR CONDITIONER	5000	6KW.	120/240					Consult manufacturer for recommended connections.
 SUMP PUMP	300	2 KW.	120	2 #12	20A.	1 or more		May be direct connected.
 HEATING PLANT	600	2 KW.	120	2 #12	20A.	1		Direct connected. Some local codes require separate circuit.
 BATHROOM HEATER	1500	2 KW.	120	2 #12	20A.	1		Direct connected.

## TYPICAL POWER CENTER AND CIRCUIT REQUIREMENTS

6 ROOM HOUSE 1500 sq. ft.

20-kw Service	main	100 amp 3w	240/120 volts	Dish Washer	1-2 kw	20 amp 2w	120 volts
10-kw Range	1-10 kw	50 amp 3w	240/120 volts	Oil Burner	1-2 kw	20 amp 2w	120 volts
3-kw Water Htr.	1-6 kw	30 amp 3w	240/120 volts	Freezer-Ref.	1-2 kw	20 amp 2w	120 volts
5-kw Dryer	1-6 kw	30 amp 3w	240/120 volts	Heater	1-2 kw	20 amp 2w	120 volts
1 1/2-lb Cooler	1-4 kw	20 amp 2w	240 volts	T.V.	1-2 kw	20 amp 2w	120 volts
Clothes Washer	1-2 kw	20 amp 2w	120 volts	General Purpose	4-2 kw	20 amp 2w	120 volts
Ironer	1-2 kw	20 amp 2w	120 volts	Portable App.	3-2 kw	20 amp 2w	120 volts

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COPPER CORPORATION

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KENNECOTT WIRE & CABLE CO.

## Send this coupon today

Your copy of this FREE home-wiring wall chart will be sent to you immediately.

Kennecott Copper Corporation  
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New York 17, N. Y.

Please send me without obligation on my part, your free wall chart showing typical loads and circuits for home wiring systems.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

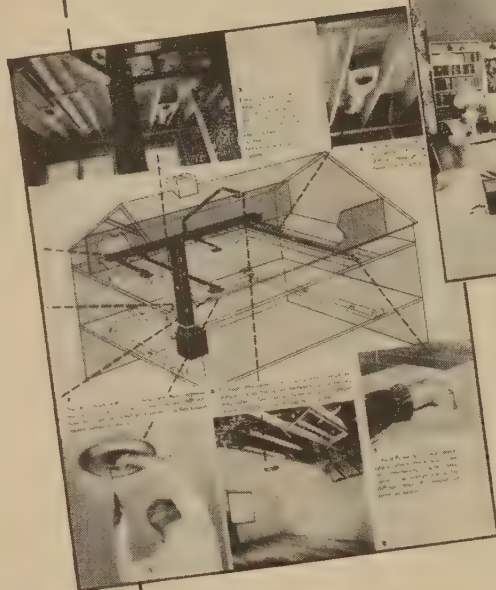
CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# SEND FOR THIS

## "HOW TO" BULLETIN



### HOW TO

put a "plus" selling feature into your houses—that's the theme of this important 16-page bulletin on Kno-Draft Overhead Air Diffusers. They're the newest, most dramatic idea in home heating and cooling.

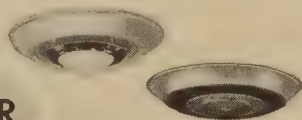
Kno-Draft Air Diffusers are miles ahead of grilles for perfect heating and cooling comfort. By mixing intake and room air *above the heads* of room occupants, they assure equalized temperature and completely eliminate drafts and blasts of hot or cold air. Home owners like overhead air diffusion for its greater comfort, greater cleanliness, greater freedom in furniture placement.

Bulletin KH-76A (cover and sample page reproduced in miniature above) tells the advantages of overhead heating, how to select diffusers, how to lay out systems, and gives step-by-step details of quick and easy Kno-Draft installation.

Get all the facts on profit-building Kno-Draft. Write today for your copy of Bulletin KH-76A: Connor Engineering Corporation, Dept. F-55, Danbury, Connecticut.

CONNOR  
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**kno·draft®**  
residential air diffusers



## NEW PRODUCTS *continued from p. 264*

For further details, check numbered coupon, p. 366

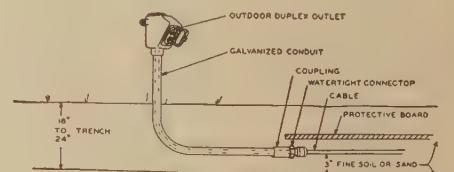


**EAVE-MOUNTED** and free-standing Lighto-lier units brighten patio, garden edge.

mounted on an outside wall—all are well within "standard equipment" limits for the quality house. Fixtures for specific effects are best left to the buyer's landscaping needs and desires.

### Lighting the model house

While the attention value of the well-lighted model is high, the important task is blending the house into its setting. Concrete, gravel

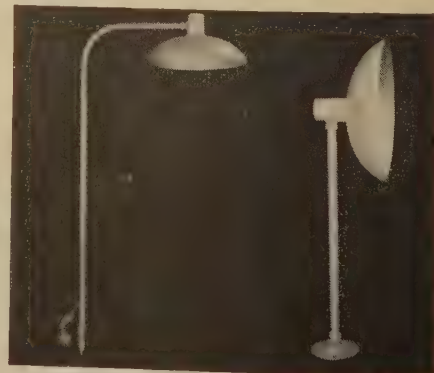


and light walls reflect light and do not require glaring spotlights. Grounds, especially garden areas, should not be whitewashed with light, for color and texture differences may disappear into monotonous flatness.

A tree, part of a wall, prominent rocks or a hillock should be highlighted or silhouetted to bring out areas of light and shadow. Mercury vapor lamps are especially attractive on trees.

If flower beds are lit, use white lamps; let Nature provide the colors. Green and yellow can be attractive. Avoid blue, or your viewers will resemble close relatives of Dracula.

To make a house lower and longer, stop the light at the eave line, so that the roof disappears against the sky. If a window wall or picture window overlooks your lighted



**FLOODS**, like Teal's, mount two ways.

*continued on p. 272*



# AMWELD® FLUSH DOORS AND INTER-LOK FRAMES



## 1 $\frac{3}{8}$ " Doors and Frames

Matched sets—ideal for residential interior use. Available in all standard widths, 6'8" high.

## 1 $\frac{3}{4}$ " Doors and Frames

New 1 $\frac{3}{4}$ " Inter-Lok Frames for use with 1 $\frac{3}{8}$ " doors. All standard widths 6'8" and 7'0" high.

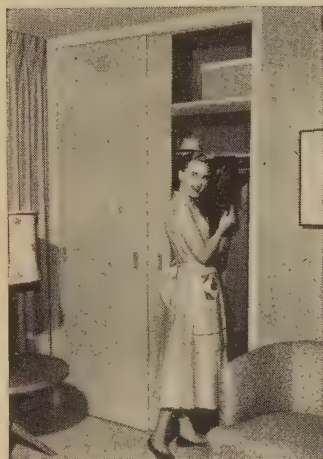
## Fire Doors

Where fire door protection is required, Amweld doors and frames can be supplied in both 1 $\frac{3}{8}$ " and 1 $\frac{3}{4}$ " sizes with Underwriters' Laboratories B Label construction.

# AMWELD® "KD" SLIDING CLOSET UNITS



6'8" REGULAR



8'0" KING SIZE

## Snap-in Hardware

Long-life nylon rollers, guide keepers, and fingerpulls snap in. Screw driver and hammer only tools required for installing.

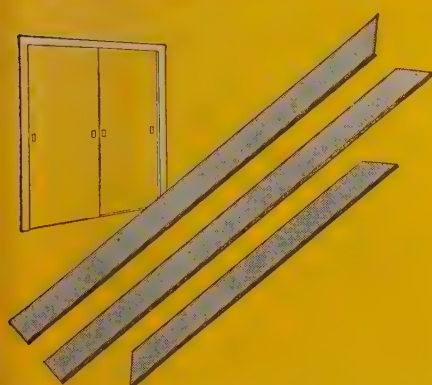
## 6'8" Regular

Closet units are supplied for 3'0", 4'0", 5'0", and 6'0" wide openings. Prime finish or baked-on Birch grain.

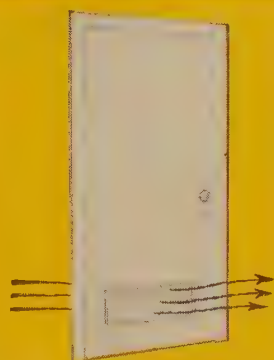
## 8'0" King Size

Full floor-to-ceiling wardrobe-type units. 4'0", 5'0" and 6'0" wide openings.

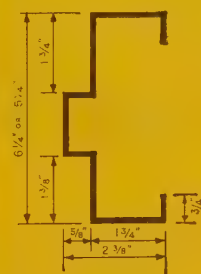
# New! "KD" Closet Trim    New! Air Conditioning Door    New! Exterior Frame



Finish trim for Amweld Sliding Closet Units. Available for 6'8" and 8'0" sizes. Matches Amweld Inter-Lok frame profile.



Grille door panel permits free flow of air between rooms for proper balance of air conditioning systems. Eliminates need for return duct or unsightly gap at bottom of door.



For 1 $\frac{3}{4}$ " front or rear door and screen door. Available in all standard widths, 6 $\frac{1}{4}$ " jamb, 6'8" high.

# THE AMERICAN WELDING & MANUFACTURING CO., WARREN, OHIO





Glover Johns Residence, Austin, Texas.  
George L. Walling, Architect.  
Photo by: Dewey G. Mears.

## stone . . . IT TAKES SO LITTLE TO MAKE A BUILDING LOOK DISTINGUISHED

High fashion may change with the seasons, but there are certain basic concepts of style and good taste which wind like a golden thread through every honest architectural concept. STONE is, and always has been, a fluid medium for these concepts. It can be used with the knowledge that its beauty enhances and will endure. A little stone gives a lot of distinction.

*For additional information about STONE,  
its variety, characteristics, availability or uses,  
write the Building STONE Institute.*

2115 Martindale Avenue, Indianapolis, Indiana.



## NEW PRODUCTS *continued from p. 268*

*For further details, check numbered coupon, p. 366*

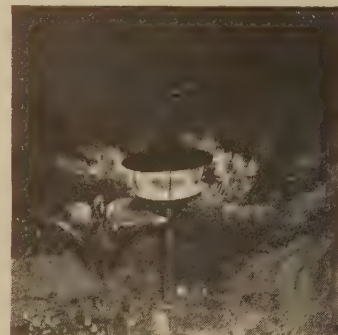


**DRIVEWAY** and steps are safer when lighted at night. Unit shown is Mesa's.

area, keep the light level low inside the house, so the garden seems to be a part of the room.

### Don't light the neighbors

If the model house is in a built-up area, or if it is in use in a partially sold subdivision, remember to keep your light out of the neighbors' eyes. Hide bulbs, and use shield-



**PATHLIGHT** (Kim) and small spot (Lightolier) are specific use fixtures.



ing reflectors to confine the light to your own grounds. One 150 w. flood bulb will light an area, such as parking space, 40' x 40'.

### Manufacturers: (of units illustrated)

Lightolier, Inc.  
346 Claremont Ave., Jersey City, N.J.

Teal Corp.  
14 Cordier St., Irvington, N.J.

Mesa Metal Works  
P.O. Box 294, Chatham, N.J.

"Garden Lighting"  
Westinghouse Corp., Bloomfield, N.J.

Kim Lighting  
3800 Canon Blvd., Altadena, Calif.

*continued on p. 276*



# fabrow flexible fenestration

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**Alabama, Montgomery**  
Pitman Brothers, Inc.  
156-160 Commerce Street

**Connecticut, Hartford**  
State Glass Company  
181 Walnut Street

**Illinois, Chicago 18**  
Robert Arnold Company  
3420 W. Irving Park Road

**Illinois, Danville**  
Frank Thirion & Son Glass Company  
531 E. Main Street

**Indiana, Fort Wayne**  
Building Materials & Supply  
341 E. Main Street

**Indiana, Gary**  
Ambridge Lumber & Supply Company  
2645 Wabash Avenue

**Indiana, Indianapolis**  
Stewart-Carey Glass Company  
270 Virginia Avenue

**Indiana, Marion**  
Stewart-Carey Glass Company  
1013 S. Washington Street

**Indiana, Terre Haute**  
Stewart-Carey Glass Company  
Wabash at 12th

**Iowa, Cedar Rapids**  
M. Cach Glass Company, Inc.  
907-09 2nd Street S.E.

**Kansas, Kansas City**  
Window Enterprises, Inc.  
301 North 7th Street  
P.O. Box 962

**Kentucky, Lexington**  
Lexington Glass Company  
867 Angliana Avenue

**Massachusetts, Wellesley Hills**  
McCabe & Dean, Inc.  
27 Washington Street

**Michigan, Center Line**  
Allied Millwork & Mfg. Co.  
5674 East Ten Mile Road

**Michigan, Detroit 9**  
Export-Import Service Company  
4000 W. Jefferson Street

**Michigan, Grand Haven**  
West Michigan Sash & Door Company

**Michigan, Saginaw**  
Saginaw Sash & Door Company  
319 McCoskry Street

**Minnesota, Duluth**  
Duluth Builders Supply Company  
401 Builders Exchange Building

**Nebraska, Omaha**  
Glass House of Omaha  
3904 Lake Street

**New York, Buffalo**  
Hastings Distributors  
1630 Bailey Avenue

**North Dakota, Bismarck**  
Vantine Paint & Glass Company  
313 Main Street

**Ohio, Canton**  
Pella Window Corporation  
1811 Cleveland N.W.

**Ohio, Cincinnati 2**  
H. Neuer Glass Company  
508 Reading Road

**Ohio, Columbus**  
Pella Sales Division  
Howard S. Sterner Company  
4290 Indianola Avenue

**Ohio, Mansfield**  
Home Materials Company  
154-160 Orange Street

**Pennsylvania, Philadelphia 14**  
Chew-Bittel Company  
6206 Germantown Avenue

**Pennsylvania, Pittsburgh 22**  
Building Specialties Company  
951 Century Building

**Pennsylvania, Williamsport**  
Home Supply Company  
733 W. Third Street

**Pennsylvania, York**  
Richard P. March  
214 N. Beaver Street

**Tennessee, Kingsport**  
Holston Glass Company  
545 E. Main Street, Box 328

**Tennessee, Knoxville**  
Aluminum Home Products Company  
Carr Street at Southern Railway

**Virginia, Richmond 12**  
Binswanger & Company  
3000 W. Leigh Street  
P.O. Box 1539

**Wisconsin, Appleton**  
George J. Hoffer Glass Company  
613 W. College Avenue

**Wisconsin, Windsor**  
Central Wisconsin Supply Company

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# ARE YOU OPEN FOR NEW BUSINESS?

Hardly a week goes by without at least one manufacturer of building products asking HOUSE & HOME to help him get in touch with efficient distribution outlets. These manufacturers turn to HOUSE & HOME for obvious reasons:

**HOUSE & HOME is published exclusively for the new homebuilding industry and organized remodeling market.**

**HOUSE & HOME is read by the leaders who represent 80% of the homebuilding market.**

You cannot afford to miss this profit-making opportunity. Maybe you are already featured in HOUSE & HOME's specialized list of distribution outlets which are interested in adding new and profitable lines. But, whether you are or not, it will be to your advantage to complete the questionnaire below. All you have to do is check off the answers to the questions in this form and mail it to:

**Richard N. Jones, Advertising Director house & home**  
9 Rockefeller Plaza, New York 20, N. Y.

Would you please pass my name along to any homebuilding product manufacturers who are looking for an efficient selling effort in my territory. Here are the facts he will want to know about me and my operation.

**The nature of my business is:**  
(Please check one)

Distributor, Jobber, Wholesaler \_\_\_\_\_  
Building Materials Dealer \_\_\_\_\_  
Manufacturer's Representative \_\_\_\_\_  
Other \_\_\_\_\_

**I am currently handling—or can handle—products in the classifications I have checked with a cross and I am particularly interested in handling the products I have circled.**

Structural and Masonry Materials  
Prefabricated Homes  
Wall, Ceiling, Partitioning  
Roofing, Siding and Flashing  
Insulation  
Doors & Windows

Floors & Coverings  
Hardware  
Paints, Finishes and Wall Coverings  
Electrical Equipment and Fixtures  
Kitchen Equipment, Appliances & Accessories  
Plumbing Equipment & Bathroom Accessories  
Heating, Ventilating and Air Conditioning

**The sales territory I cover is:** \_\_\_\_\_

**I have a field force of: (Please write in number of salesmen)** \_\_\_\_\_

**My approximate sales volume for 1954 was: \$** \_\_\_\_\_

**I can offer manufacturers the following additional services:**

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

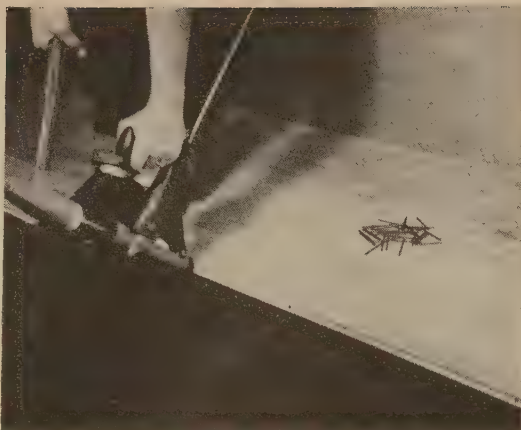


## NEW PRODUCTS *continued from p. 272*

For further details, check numbered coupon, p. 366



Splintered tongues (left) caused by erratic hammer blows cannot happen with nailing machine



### b. FLOOR NAILING MACHINE feeds and drives nails, pulls flooring tight

Split boards, bent nails and squeaky floors are three ills of hardwood flooring that the *Screwite* helical-threaded flooring nails, the Held in one hand, the machine feeds nails from a reservoir to the driving plunger, where they are driven through the tongue and into the subfloor at a uniform, correct nailing angle.

Designed for use with the company's *Screwite* helical-threaded flooring nails, the machine lays any type of tongue-and-groove flooring. A few extra blows of the nylon-headed mallet will pull even badly warped strip flooring tight and level, give a surface smoother than can be got by hand, with attendant savings in sanding and finishing. The shoe adjusts itself automatically to tongue and edge of flooring strips, preventing splitting and marring. This is especially valuable in the installation of prefinished flooring.

Just sprinkling 125 nails into a hopper-type loader arms the machine with a full complement of nails. As the driving head is lifted from the floor, the machine is cocked by the lifting action, and the next nail drops into place. Because the driving takes place in a closed channel, nails cannot bend while being driven. Only one or two blows of the mallet are required to drive and set a nail.

Because there are no waste motions, flooring can be laid in roughly half the time needed for hand operation, with savings as high as 10%-15%. The machine weighs only 3 lb. to keep operator fatigue to a minimum. It carries a 90-day guarantee against defective parts.

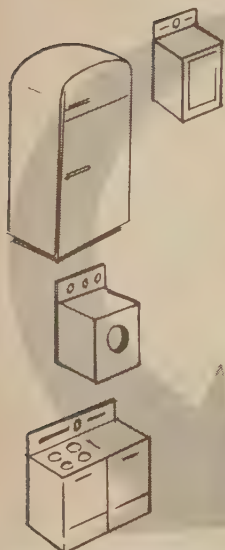
**Price:** \$97.50

**Manufacturer:** Independent Nail & Packing Co.  
Bridgewater, Mass.

## BASEBOARD HEATING

by Tuttle & Bailey is a

## "PLUS VALUE" too!



designed Baseboard Heating Panels. And thanks to simplified installation methods it need cost no more to install than other systems. Here are some of the reasons why you should put this great PLUS VALUE to work for you:

**UNEQUALED COMFORT.** Heat is delivered along outside walls and under windows, stops cold at its source. Gentle, natural, draft-free circulation warms all parts of a room evenly. Floors are warmer, too.

**ECONOMY.** Efficient T&B finned elements give high heating capacity, plus quick response to thermostatic control. Heat is distributed instantly, because element needs no "warm-up" period. Low floor-to-ceiling temperature differential saves fuel.

**APPEARANCE.** Styled by Walter Dorwin Teague to harmonize with the most modern home design, T&B Baseboard is so inconspicuous as to be vir-

tually invisible. It can be painted to harmonize with any color scheme.

**MORE LIVING SPACE.** T&B Baseboard takes up no more floor space than conventional wooden baseboard, permits wall-to-wall carpeting, does not interfere with furniture arrangement.

Please write for complete information, selection data, and installation details.

**TUTTLE & BAILEY inc**  
NEW BRITAIN, CONNECTICUT

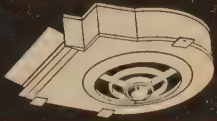


*continued on p. 280*



# products Mrs. America wants!










*Blo-Fan*



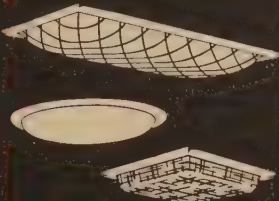
America's most imitated exhaust fan  Blo-Fan, is the finest made. It comes in 5 models with 6, 8 and 10 inch blades. Only Blo-Fan has this  patented blade that combines the power of a blower with the volume of a fan. Another exclusive feature found only on the Model 210 Blo-Fan is this convenient 9-speed switch .









*AEROFAN*



For economy, Pryne has the Aerofan  for both ceiling  and wall  installation. There are models with 8 and 10 inch blades  and you have a choice of polished, Dulux white or coppertone grilles. Then there's the model 227 for open roof  construction. There is a complete line of control switches and discharge fittings  for both Blo-Fan and Aerofan. There's the Model 61 three-speed  control, and Model 63 combination  three-speed fan control and receptacle plate. Also, the Model 62 time control switch  that operates from 1 to 60 minutes and has a hold position. All these models are finished in bright Chrome.




*Pry-Lites*



If its recessed lighting fixtures you want  Pry-Lites are the answer. The new Strato-Ray lens bends light up  to illuminate the ceiling and gives maximum down  light. There is a wide choice of models for any  commercial or residential service. Finishes are chrome and eggshell white. These fixtures have hinged fronts that you touch  to open or to close-with any relamping pole. Other Pry-Lites have luxury lenses in three shapes,  square,  round and  rectangular. There are six square lenses in two sizes; five round lenses in two diameters; five rectangular lenses in two sizes. A wide range of finishes is available.

**INFRA-RED CEILING  
HEATERS**



For INSTANT heat that's clean, healthful and safe, there's the 250 watt  Model 5501 heater that is adjustable to direct heat rays where you want them. And, there's the 750 watt Model 5003 that uses  three lamps. These are standard R-40, 5,000 hr. infra-red  heat lamps. Both models install in the ceiling out of reach.

**merit specified  
by arts & architecture**

**pryne**

rhymes with FINE... and means it!

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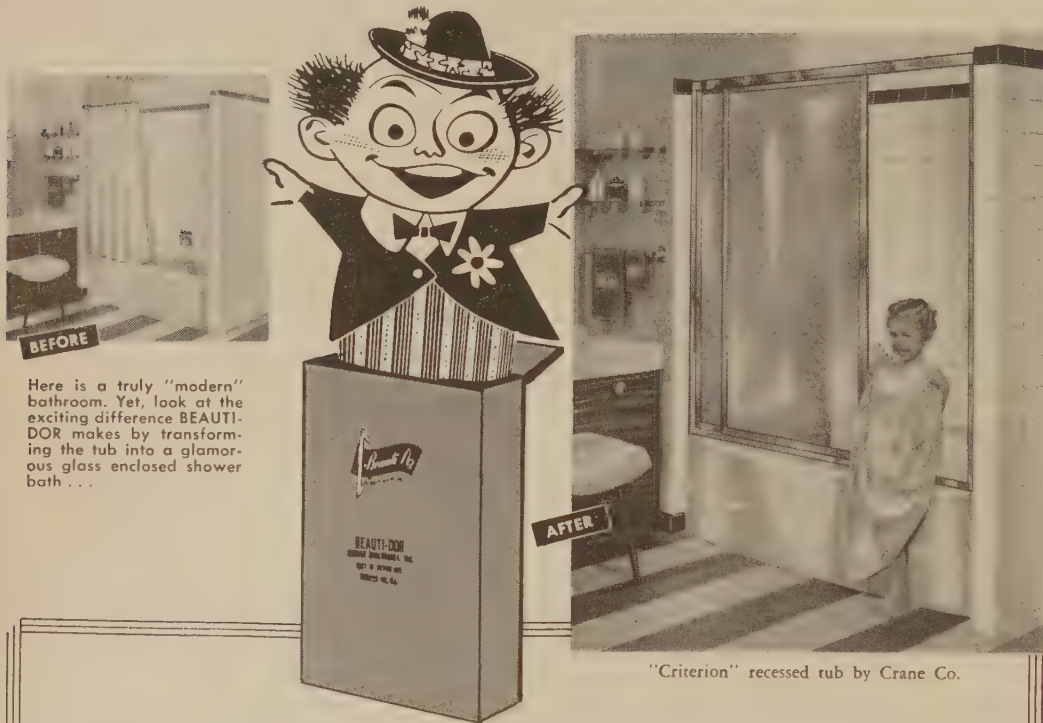
Stocked by leading Wholesalers everywhere in the U.S. and Canada.

of Leadership



# Beauti-Dor® Glass and Aluminum TUB ENCLOSURE

## Costs so little - Adds so much!



Here is a truly "modern" bathroom. Yet, look at the exciting difference BEAUTI-DOR makes by transforming the tub into a glamorous glass enclosed shower bath...

"Criterion" recessed tub by Crane Co.

## TO SELL HOMES FAST . . . GIVE YOUR BATHROOMS Sales Appeal that Stands Out!



### Quality!

Backed by the famous Good Housekeeping Magazine Guaranty Seal.

### House & Garden

It gives us a great deal of pleasure to inform you that "Beauti-Dor" tub enclosures, manufactured by your Company, have been selected for use in the bathrooms of House & Garden's 1955 House of Ideas.

This house is currently under construction at Birmingham, Michigan, and will showcase the latest ideas in equipment and furnishings for better living. Selection of your equipment was made by our editors on the basis of quality alone.

J. C. Robinson  
J. & C. Robinson

### Style!

Chosen by the editors of "HOUSE & GARDEN MAGAZINES" for the bathrooms of the famous "1955 HOUSE OF IDEAS."



### Nationally Advertised!

BEAUTI-DOR gives you "brand name" appeal — so important in today's selling!

Your bathroom can be your best salesman! Let BEAUTI-DOR transform your tubs into luxurious, glass enclosed shower baths and you'll create instant, irresistible sales appeal!

**Your Prospects Want Beauti-Dor's Comfort and Convenience!** Glamorous translucent glass doors, framed in gleaming rust proof aluminum, roll silently . . . effortlessly. Shut out drafts and shivers; keep spray and splash inside the tub — no wet, slippery floors to mop. Always neat — no messy curtain to launder or replace — doors wipe clean in a jiffy!

**Beauti-Dor Offers You More in Every Way!** BEAUTI-DOR comes completely assembled — shipped in one carton — remove it and install. Even the exclusive pattern, 7/32" thick glass is sealed in door panels in rubber tight, Buna-S channels — ready to glide on double, overhead ball-bearing cadmium plated rollers.

**Beauti-Dor Increases Your Home Value — Raises Evaluation!** Not only will BEAUTI-DOR help you sell, but you'll find local evaluation will more than make BEAUTI-DOR worth your while! Write for details.

**\$69<sup>95</sup>**

LIST

4 1/2 - 5 ft. size.

Slightly higher West of Rockies

BUILDERS . . .

WRITE FOR SPECIAL PRICES

### SHOWER ENCLOSURES, INC.

1227 WEST DEVON AVE., CHICAGO 40, ILL., Dept. HHM

Gentlemen: Please rush me the BEAUTI-DOR story, without obligation, and all details of America's leading Tub Enclosure.  
I am a ☐ Builder ☐ Dealer ☐ Distributor

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

## NEW PRODUCTS continued from p. 276

For further details, check numbered coupon, p. 366



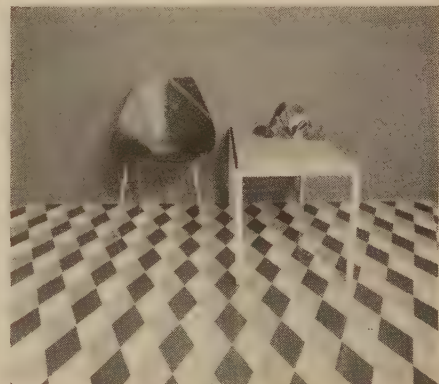
**PRIZE-WINNING PRODUCTS** combine function with design, meet builders' needs

"Like the common cold, a good drawer is a lot more complicated than it looks." With these words, Architect Jim Fitch introduced the winners of the 1955 Trail Blazers Awards, given by the Home Fashions League.

- c. The grand winner: a molded one-piece plastic drawer (Feb. '54 issue) that could be used in many kitchen, bath or storage-wall applications. Two sizes are made now, with others to follow, and eye-catching built-ins will be limited only by the individual designer's imagination.

"Each award winner has to represent genuine advance in design principle."

- d. Floor tiles were always square, but they didn't have to be. Adding two diamonds, two hexagons and an octagon to vinyl tile shapes (Jan. issue) give a new dimension to flooring patterns. Rooms can be made to look



longer or shorter, wider or narrower, integrated with each other, or separated by clear lines of demarcation.

- "We were happy to find significant design advances [like] the wall-hung, eye-level refrigerator, and cooking tops that fold back off the counter when not in use" (Dec. and March issues).

These two revolutionary appliances resulted from designers questioning basic application theories. "Does a refrigerator have to be on the floor? Must cooking units use all that counter space?" This doubting of what others accepted is now leading to a complete rethinking of how a kitchen must be laid out, how much space is required, in what shape, and where.

continued on p. 285



## CONTACT YOUR WHIRLPOOL DISTRIBUTOR

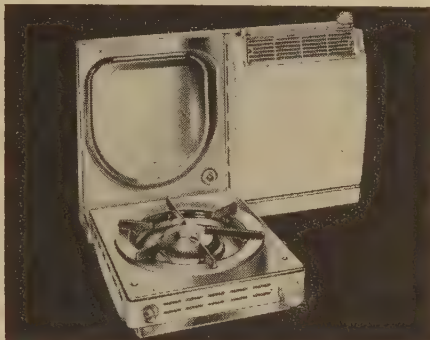
BIRMINGHAM.....	ALABAMA	Hart-Greer, Inc.
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SAN FRANCISCO.....		H. R. Basford Co.
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WASHINGTON.....	DISTRICT OF COLUMBIA	Joseph M. Zamoiski Co., Inc.
JACKSONVILLE.....	FLORIDA	Admiral Distributors, Inc.
MIAMI.....		Southern States Distributors, Inc.
TAMPA.....		Electric Supply Company
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PEORIA.....		Graybar Electric Co., Inc.
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SPRINGFIELD.....		The Burden Bryant Co.
BENTON HARBOR.....	MICHIGAN	West Michigan Electric Supply Co.
DETROIT.....		Brennan Appliance Distributors Inc.
GRAND RAPIDS.....		Morley Bros.
LANSING.....		Morley Bros.
SAGINAW.....		Morley Bros.
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KANSAS CITY.....	MISSOURI	Lee Wholesale Co.
SPRINGFIELD.....		Ozark Motor & Supply Co.
ST. LOUIS.....		Brightman Distributing Co.
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## NEW PRODUCTS *continued from p. 280*

*For further details, check numbered coupon, p. 366*

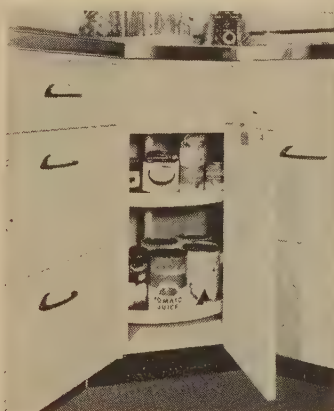


Space saving is big virtue of wall-hung refrigerator and fold-up cooking units.



"... offer the public real solutions to their real needs."

The awkward corner where base cabinets meet with a corner cabinet that works like a Lazy Susan (though award itself was for flecked paint finish). Revolving shelves, adjustable in height, bring hidden objects to hand with just a touch.



**Manufacturers:** Drawer, Boonton Molding Boonton, N.J.  
Tile, Robbins Floor Tile Tuscumbia, Ala.  
Refrigerator, General Electric Louisville, Ky.  
Cooking units, Dixie Products, Cleveland, Tenn.  
Corner cabinet, Capitol Kitchens, Roselle, N.J.

*continued on p. 288*

there is no substitute  
for **"ROSEBURG BRAND"**  
**Texture  
One-Eleven**  
Exterior Fir Plywood Ext-DFPA



Texture One-Eleven combines style distinction with the strength, durability and dependability of ROSEBURG PLYWOOD. For distinctive exterior architectural siding... for interior wood-warmth and beauty, ROSEBURG TEXTURE ONE-ELEVEN textures harmoniously... beautifully. Comes

in 8, 10 and 12-ft. lengths. 48, 32 and 16-inch widths. Made with waterproof glue. Specify ROSEBURG BRAND TEXTURE ONE-ELEVEN. Only Roseburg gives you all these features:

- Shiplap edges neatly conceal vertical joints.
- Clean-cut grooves, surface texture 4-inch o.c.
- Meets FHA requirements for combined siding and sheathing which permits major construction economy.

**ROSEBURG BRAND PLYWOOD.** Hardboard Plywood, Plyform Oiled and Edge Sealed. Knotty Pine Plywood. All types exterior and interior panels. Trademarked and DFPA grade stamped.

**ROSEBURG LUMBER.** Old growth Douglas Fir, Pine and Hemlock. Yard stock uppers, Flooring, Siding, Ceiling. Finish, Dimension, Boards and Shiplap, Plank and Timbers, rough or surfaced.



All stock—except plank and timbers—thoroughly kiln dried and end stamped.

Contact your nearest ROSEBURG wholesaler or jobber.

For free full-color folder and other literature... write to the ROSEBURG LUMBER COMPANY, Roseburg, Oregon.

REMEMBER  
ROSEBURG ROSIE!

**ROSEBURG  
LUMBER CO.**



General Offices and Sales: ROSEBURG, OREGON  
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Blueprint for a smart builder...  
specify **TEMCO**  
**AUTOMATIC**  
*gas floor furnaces  
and wall heaters!*

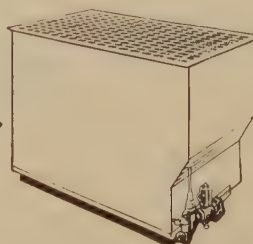
You've had the experience . . . they haven't. You've seen and compared all kinds of home heating and heating equipment . . . they've *heard* of one or two. That's why they come to you.

You've added up all the advantages of Temco automatic gas wall heaters and floor furnaces. And you know you're doing this young couple

a favor by recommending Temco, because these Temco products require no costly excavation or duct work for installation—are economically installed upstairs or down—are A.G.A. approved—carry the Good Housekeeping Guaranty Seal—provide automatic heat at low cost—carry a written warranty on Temco's Porcelain Enamel Heat Chamber.

**TEMCO, Inc.**  
NASHVILLE, TENNESSEE

*Builder of over  
1½ million gas appliances*





Now—for the first time...

an adhesive for Terraflex vinyl-asbestos tile  
that *brushes on* as easily as paint

Terraflex Adhesive is colorless. Applied by brush, it provides a tight bond... makes Terraflex Tile easier to sell because it's easier to install.



## Johns-Manville TERRAFLEX ADHESIVE

### BRUSH-ON-TYPE

Terraflex<sup>®</sup> Adhesive is an *exclusive* Johns-Manville development that permits your customers to install Terraflex vinyl-asbestos tile easier and faster than ever before possible.

This miracle adhesive is simply *brushed on* with an ordinary paint or whitewash brush... requires no troweling... eliminates work and dirt.

Terraflex Adhesive is colorless... provides a translucent bond that is not affected by alkaline moisture... and it is entirely suitable for application on concrete above or below grade; and over

practically any floor or wall surface; concrete, plywood, sheet rock, linoleum, unpainted plaster and latex underlayment.

Terraflex Adhesive offers a completely new avenue of related sales volume. For now you can offer your customers the ideal combination of the finest in flooring... Terraflex Vinyl-Asbestos Tile... and the time-and-labor-saving advantages of the newest in adhesives... Terraflex Adhesive.

For complete information about Terraflex Adhesive (brush-on type), write Johns-Manville, Box 158, New York, New York.



## Johns-Manville



Houses **SELL FASTER**  
because they're  
**WORTH MORE**  
with low cost

# MAGIC-FOLD

DOORS

\*TRADEMARK

THE NEW  
STANDARD OF THE INDUSTRY!

Point by point

MAGIC-FOLD\* outvalues them all

- ★ A top quality door, with solid Masonite core—yet priced lower than the rest
- ★ Choice of ten new decorator colors—largest selection for the money
- ★ Coverings are washable, interchangeable, of fine vinyl FASHON plastic
- ★ Neater, more compact when stacked
- ★ Can be trimmed and fitted in the field
- ★ Glides smoothly, at a mere touch of the finger—quiet as a whisper
- ★ Available ready-to-install—at your nearest building supply dealer

## SAVE ON DOOR COSTS—LABOR, TOO—

Builders who use MAGIC-FOLD DOORS not only save the home owner plenty of living space, but they cut down on building costs as well. For every MAGIC-FOLD DOOR the builder installs, there is *one less* conventional door to fit, *one less* set of hardware to attach. You require *less* skilled labor, *less* working time—when the doors you install in closets, hallways and as room dividers, are MAGIC-FOLD. Closures, Inc., 533 East Forest Ave., Detroit 1, Michigan. IN CANADA: MAGIC-FOLD DOOR CO., TORONTO, CAN.

\* Registered trademark of Closures, Inc. Magic-Fold Doors are covered by the following patents: U.S. Patent No. 2,667,218; in France, No. 1,070,156; in Belgium, No. 517,299; in Mexico, No. 54,863; in Argentina, 93,136. Patents pending in all other principal countries of the world.

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Get **ALL**  
the facts  
on this  
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building  
opportunity  
—mail  
this coupon  
**NOW**

CLOSURES, INC.  
533 East Forest Avenue  
Detroit 1, Michigan  
Please send complete information on the MAGIC-FOLD DOOR.

Name \_\_\_\_\_  
Type of Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## NEW PRODUCTS continued from p. 285

For further details, check numbered coupon, p. 366



**h. STRUCTURAL ADHESIVES** for fixing panels to walls; a one-hand tool to spread it.

National Homes Corp. is now bonding foil-background gypsum board to their prefabricated stud walls with a new polyvinyl acetate adhesive, *Speedbond 301*. A roller type tool applies an even coating of adhesive to the wood, then the wall board is set in place. Setting is fast at room temperature, and the joint will have high strength within 24 hours.

*Speedbond* is supplied ready to use, and provides a strong metal-to-wood bond for the aluminum/wood joint, without danger of corroding the foil, which is used as a vapor barrier in the wall. The adhesive may also be used to seal plastic laminates to plywood, lumber or hardboard.

**Price:** 27¢ per lb., in truckload lots; slightly higher in smaller quantities

**Manufacturer:** Monsanto Chemical Co.,  
Plastics Div.  
Springfield 2, Mass.



**i. Dripless application of adhesives** is possible with the *Lezam* spreader, which holds a full quart of adhesive, and requires only one hand to operate. Liquid from the well is continuously fed by a roller to the material being glued. When filled, the *Lezam* spreader weighs only 5 lb.

After use with water-soluble adhesives like *Speedbond* (above), the spreader may be cleaned by washing with warm water.

**Price:** \$39.50 F.O.B. New York

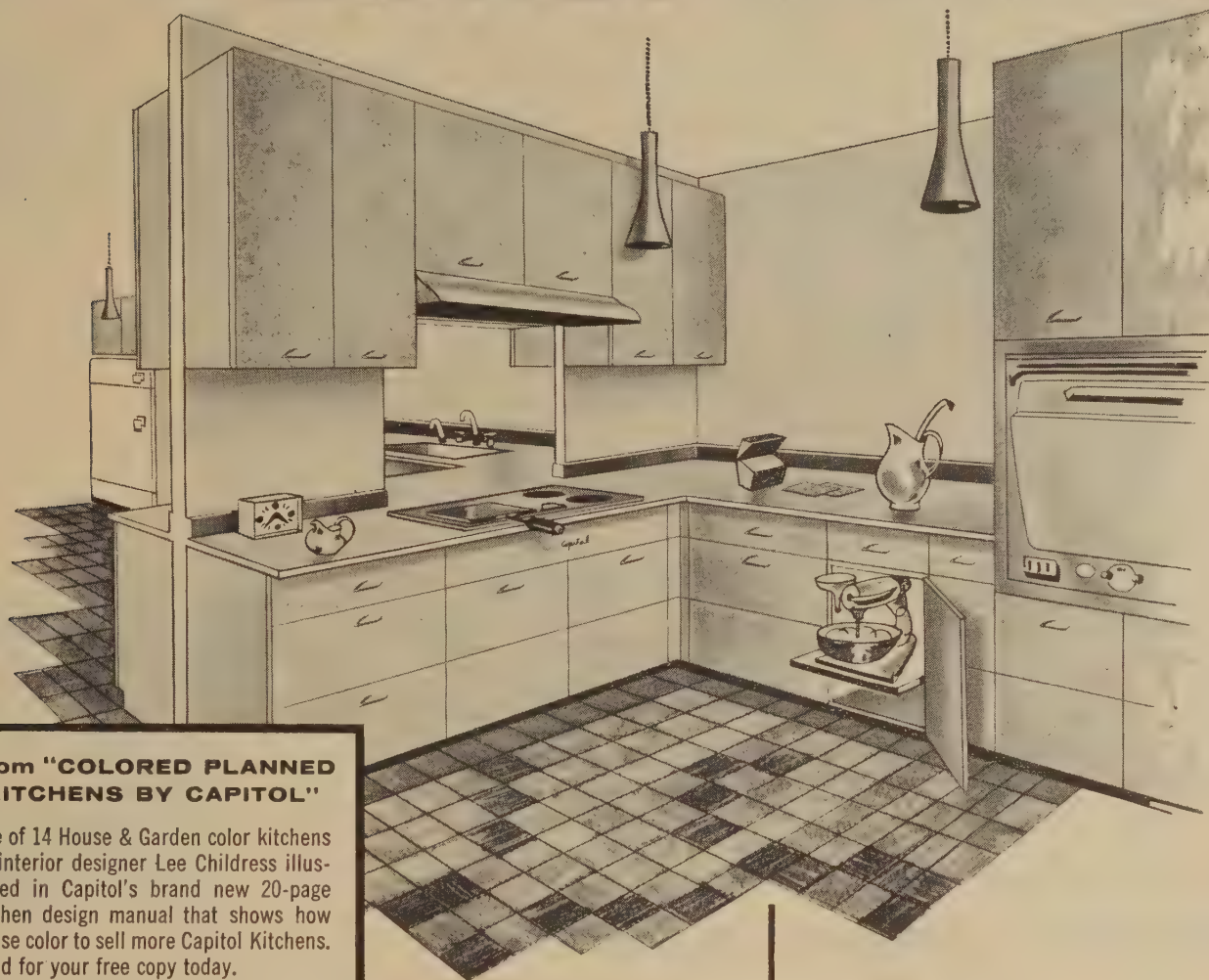
**Manufacturer:** Ever-Seal Industrial Glues, Inc.  
520 Fifth Ave.  
New York 36, N.Y.

continued on p. 292



# COMPLETE DESIGN SERVICE

## with new **CAPITOL** Color-Planned kitchens



### From "COLORED PLANNED KITCHENS BY CAPITOL"

One of 14 House & Garden color kitchens by interior designer Lee Childress illustrated in Capitol's brand new 20-page kitchen design manual that shows how to use color to sell more Capitol Kitchens. Send for your free copy today.

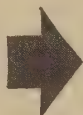
Capitol offers builders a unique kitchen planning and color fashion service through its new kitchen design manual, "Color-Planned Kitchens by Capitol" . . . geared to take headaches and designing time out of your kitchen planning. Mail coupon for your free copy today. Your Capitol representative also has complete kitchen layouts *plus detailed decorating schemes* including sources for all major appliances, floor coverings, wall finishes, countertops . . . each specified as to manufacturer's style and color for each kitchen illustrated in design manual. Capitol's new line adds style and prestige to your houses too. Sensational new design . . . new colors . . . powerful full-color national advertising . . . will make Capitol's newest ideas in kitchen cabinets pay off in more profits for home builders and modernizers.

### ALL-NEW CAPITOL DESIGN BACKED BY GREATEST NATIONAL AD PROGRAM

Dramatic full-color pages in American Home, Better Homes & Gardens, Home Modernizing, House & Garden, House Beautiful, Living for Young Homemakers, Small Homes Guide feature quality that sells easier and stays sold. New colors. All new design. Rounded contours, self-aligning doors, sit-down sinks, specialty cabinets for built-in ovens, ranges, mixers, fans. All steel. Can't rot, warp or stick.

POPULAR HOUSE & GARDEN COLORS TOO! Only Capitol offers H & G colors in fabulous color-flecked finishes. Choice of six solids, six color-flecked and white. All color coordinated with quality furnishings that use the H & G color system. Guarantees color acceptance . . . takes full advantage of today's trend to color.

**WRITE NOW FOR FULL DETAILS** on how Capitol Color-Planned Kitchens pay off in big profit potentials. Or use handy coupon.



# Capitol

KITCHENS

614 East First Avenue

Roselle, New Jersey

"CABINETS OF STEEL FOR LASTING APPEAL"

#### CAPITOL KITCHENS

614 EAST FIRST AVE., ROSELLE, N. J.

Please send complete information about new CAPITOL Color-Planned Kitchens including a FREE copy of your new kitchen design manual.

I am a ☐ Distributor ☐ Dealer ☐ Builder

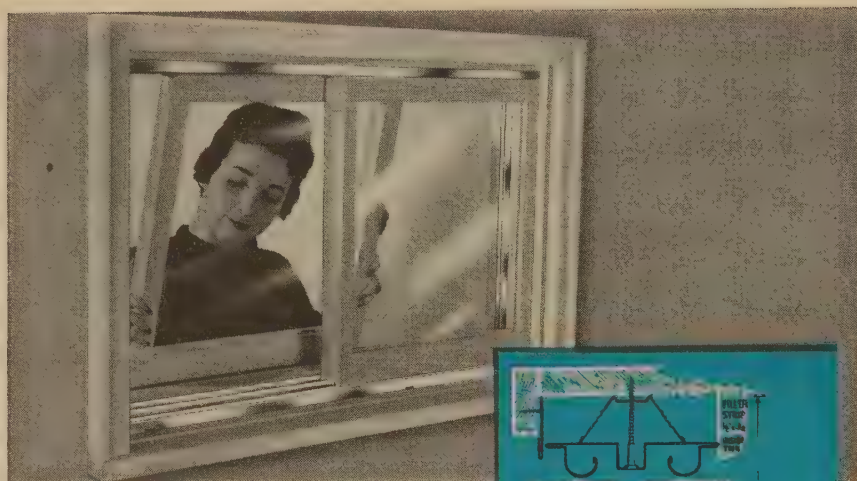
NAME \_\_\_\_\_

STREET & NO. \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



For further details, check numbered coupon, p. 366



## ALL-Glide<sup>®</sup> EQUIPMENT for removable horizontal sliding windows

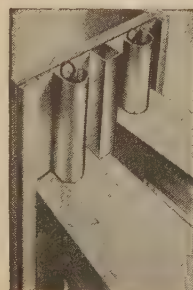
- Sash glide easily on round-top tracks
- Flexible bronze pressure strip at head has two fold purpose  
1. It is good weatherstrip 2. It permits easy sash removal
- Extruded sill with adequate weep holes and drip pan, provides quick drainage with no danger of sill rot
- This equipment permits the use of stock windows which eliminates the necessity of having special mill work

Ideal for shoulder high windows . . . in bathrooms, kitchens, bedrooms. Horizontal sliding windows equipped with No. 890 ALL-Glide are E-X-P-A-N-S-I-B-L-E. Use them singly or in multiples.

## ALLWEATHER Balance Strip with FLOCKED COIL SPRINGS

ALLWEATHER Balance Strips No. 490, 90, 810Z, 812Z and 814Z are furnished with FLOCKED COIL SPRINGS.

Adjustability is built in No. 490 and 90. Balance tube with semi-cantilever action insures weatherstrip contact in all kinds of weather. The base section is always in close contact with jamb insuring stability. FLOCKED COIL SPRINGS are concealed by a functional part of the strip itself.



810Z, 812Z and 814Z are a combination of weatherstrip, flocked springs and spring covers making effective, economical sash balance and weatherstrip combinations.

Laboratory tests show that ALLWEATHER Balance Strip efficiency in reducing air infiltration is far in excess of American Wood Institute Specification Standards.

Tests made by the University of Minnesota Institute of Technology Testing laboratory in cooperation with Weatherstrip Research Institute, show that double-hung wood windows, when metal weatherstripped show an infiltration ratio 6 TIMES LESS than non-weatherstripped windows.



# ALLMETAL<sup>®</sup> Weatherstrip Company

SINCE 1915

Name "ALLMETAL" Reg. U. S. Patent Office  
2241 North Knox Avenue

Chicago 39, Illinois

### k. WINDOW COOLER PRINCIPLES are basis of new low-cost central system

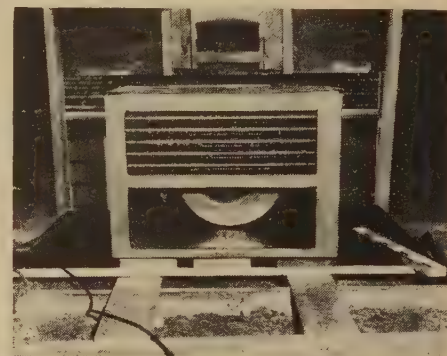
For small houses, and especially those with hot-water heat, Sutton's *Model B200A Vornado* offers a 2-ton air conditioner that can be installed for as low as \$600 in 50-house or more production projects. Prices will be higher for one-house-at-a-time builders.

Compact (29½" x 20¾" x 39⅝"), and ample (22,000 Btu's per hr. at 95° dry



bulb/75° wet bulb), the *Vornado* delivers 760 cfm. of chilled air. An important design trick: one ⅓ hp. motor drives both the supply air fan and the blower that cools the compressor with outside air.

Installation can be either overhead in an attic or subfloor in a crawl space. But the unit must always be mounted directly on an



Before ductwork is added, unit is mounted on outside wall, where maximum outside cooling air can be drawn over compressor.

outside wall for direct access to outside air. If normal ductwork were used to bring in air, the ⅓ hp. motor could not overcome the added friction. Best location is at the gable end of an attic, where a large louver can admit the needed outside air.

Another *Vornado* innovation is the prefabricated, self-insulated, *Fiberglas* ductwork. Shipped flat, the 87' ductwork provided can quickly be assembled and connected. (This ducting is sized for about a 30' main run, plus 5 outlets.) Sutton claims that ductwork accounts for about \$125 of the installed price. Where longer runs and more outlets are required (the elongated "ranch" house), Sutton advises two units, each serving its own

continued on p. 300



# BUILDER KEITH *tells what sells*



Builder Keith isn't alone in his discovery that when you install *Electric Water Heaters*, you can sell your homes easier and faster. You may have found that out, too—like builders the country over.

You know, if you've installed any *Electric Water Heaters*, that your customers like the clean operation. They like the fact that an *Electric Water Heater* doesn't heat the area where it is installed, since the tank is completely insulated. And, of course, customers like the ample, automatic supply of hot water so necessary for efficient operation of such appliances as automatic clothes washers and dishwashers.

Another thing you must realize—*Electric Water Heater* placement is easy, because it can be made without regard to the location of any flue or vent, close to where the hot water is used. Shorter hot water pipe runs reduce installation costs. To the customer it means less heat waste which will reflect in lower operating cost.

So why don't you install *Electric Water Heaters* in *all* the homes you build, and make all of your customers happy?

**Electric Water Heating  
... it's tops!**

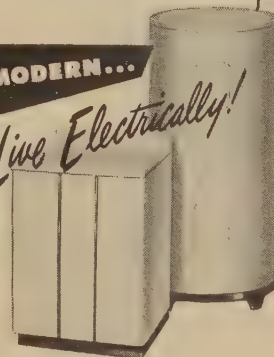
"You have to get sales started fast in a 650 home subdivision, so we include an *Electric Water Heater* along with the other electric appliances. It not only helps to sell the houses, but makes for enthusiastic, completely satisfied owners."

*Rusford Smith*

Builder  
Roswell, New Mexico

**BE MODERN...**

*Live Electrically!*



## **ELECTRIC WATER HEATERS** *HELP CLINCH HOME SALES!*

**ELECTRIC WATER HEATER SECTION**

National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • C-E HEATMASTER • CRANE SELECTRIC • CROSLY • FAIRBANKS-MORSE • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM  
JOHN WOOD • KELVINATOR • LAWSON • MONARCH • NORGE • PEMCO • REX • RHEEM • SEPCO • A. O. SMITH • THERMOGRAY • WESTINGHOUSE



protect yourself

through the

**BEADEx**<sup>\*</sup>  
guarantee-

## Crack-Free Corners For Life of the Walls

The BEADEx guarantee is gaining wide recognition all through the building trade. It protects (1) the architect's reputation (2) the financing firm's investment (3) the customer relations of builder and real estate agent.

Read the guarantee. See how you can specify and use BEADEx with no thought of costly repairs. See how it puts the responsibility squarely on the manufacturer's shoulders.

**BEADEx**<sup>\*</sup>

### THE CORRECTIVE CORNER REINFORCEMENT FOR DRYWALL

Most corner beads offer corner protection but *only the BeadeX principle maintains crack-free corners for the life of the wall and permits straightening of crooked corners.* The joint cement forms a straightening base and an adhesive in which the self-aligning BEADEx is embedded and permanently bonded to the corner.

Since nails are not used to apply BEADEx products, corners stay unmoved and remain permanently intact by completely ignoring the long-continued shrinkage of framing materials. Flat wall surfaces may follow shrinking frame members and cause no serious harm but corners must remain in their original position to keep sound and blemish free.



ARCHITECTURAL  
File 11a  
Be

Check with your local supplier for new low prices on both BeadeX and Jambex (reveal trim) for economy in superior wood jams.

BEADEx products are applied by taping tradesmen.

#### MAIL COUPON FOR FULL INFORMATION

BEADEx SALES, INC., 4615 8th Ave. N.W., Seattle 7, Wash. (BEADEx OF CANADA LTD., Box 317, Kingston, Ont.)

Please send me your file material on Jambex ☐ BeadeX (for inside corners) ☐ BeadeX (for outside corners) ☐

NAME .....

ADDRESS .....

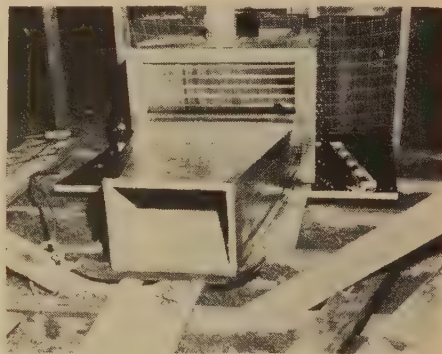
CITY ..... ZONE ..... STATE ..... HH 5-55

#### NEW PRODUCTS *continued from p. 296*

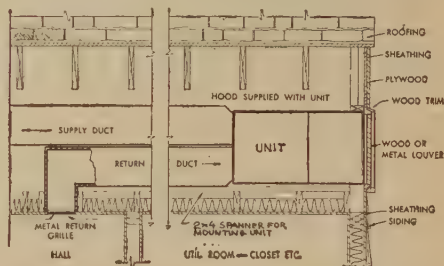
*For further details, check numbered coupon, p. 366*

cooling zone, and each controllable for different requirements.

No plumbing is needed, for the unit is designed to atomize the condensate water and spray it outside with the discarded com-



pressor air (an amplification of the principle used in a window unit). In fact, additional value is squeezed from the condensate by using it to add to the cooling capacity of the condenser. The elimination of drain plumbing means a saving of \$25-\$50 in most areas.



Quiet operation is claimed for the rubber-mounted condenser fan, motors and compressor.

An excellent application booklet shows typical louver treatments for both gable and



**Prefabricated ductwork** is shipped flat

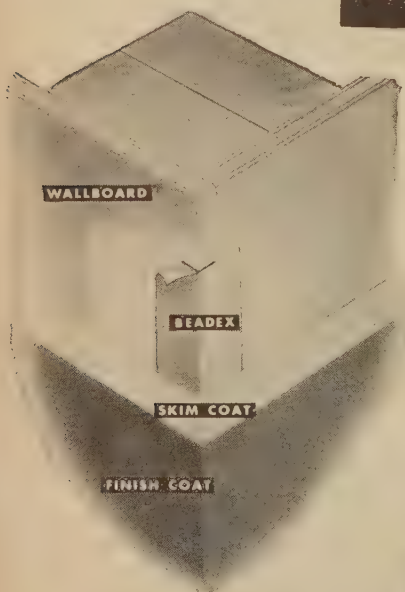
hip-roofed houses, important because of the unit's need for sufficient outside air.

Twin 1-hp. compressors permit the cooler to be "throttled back" during mild weather, and because the two pumps run more continuously than one larger one would, better humidity control results.

**Price:** \$375-\$400 for unit and ductwork; installed prices, \$600-\$750, depending on volume. Louver for gable end, \$9, dealer price

**Manufacturer:** O. A. Sutton Corp.  
1812 W. Second St.  
Wichita 1, Kan.

*continued on p. 304*



\*Reg. U.S. Pat. Off., U.S. Pat. 2,593,859, U.S. Pat. 2,649,890, Canada Pat. 487,518.





# **ilco** LIMESTONE VENEER

establishes permanence in... **VALUE**

Using **ilco** Limestone Veneer partially or completely in the construction of a home always assures these permanent advantages. For many builders, permanent value is of primary importance. Permanent in every way, **ilco** Limestone Veneer *establishes* value in addition to imparting beauty and distinction. For quality — for durability —

**ilco** Limestone Veneer is unsurpassed as a home investment. Adaptable to every contemporary design, **ilco** Limestone Veneer adds eye appeal for more sale appeal.

**QUALITY**  
**BEAUTY**  
**DISTINCTION**  
**DURABILITY**



**INDIANA LIMESTONE COMPANY, INC.**  
**BEDFORD, INDIANA**  
*"World's Largest Producers of Building Stone"*

*Mail coupon today*  
for descriptive booklet

• INDIANA LIMESTONE COMPANY, INC.  
• DEPT. HH-655, BEDFORD, INDIANA  
• Please send me FREE 2-color booklet on ILCO Limestone Veneer.  
• \_\_\_\_\_  
• NAME  
• \_\_\_\_\_  
• ADDRESS  
• \_\_\_\_\_  
• CITY & ZONE STATE  
• \_\_\_\_\_  
• BUSINESS OR PROFESSION  
• \_\_\_\_\_

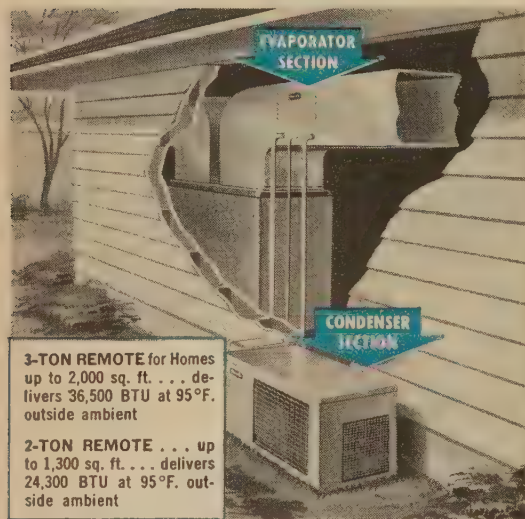


# Oversize Coils laugh at heat waves

## in New All-Climate REMOTE TYPE



Conforms Fully to FHA-VA Requirements!



Here's the air conditioner that cools even at 125° heat! New *Remote* MARVAIR has oversize condenser air coils, oversize evaporator coils to assure excellent performance, whatever the weather!

With its condenser located outdoors or in attic or garage, the *Remote* MARVAIR is whisper-quiet. Takes up no valuable inside space; evaporator can go above or below furnace.

Moreover, the *Remote* MARVAIR meets all FHA-VA requirements set forth in Bulletin ME-12, including double drip pan and double condensate drain. Precision-built of finest materials, yet the lowest priced unit of its kind on the market. A natural for project builders—ideal for remodeling. Push MARVAIR *Remote* and profit!

### Get ALL these Features with MARVAIR REMOTE:

- **Within Reach of Every Buyer.** Adds so little to down and monthly payments that fit any budget. Low first cost—low operating cost too!
- **Easy to Install.** Unit completely wired. Tubing easy to connect. Compact sections take little space.
- **Fits Any Forced Air Furnace.** Evaporator section may be installed with furnace, added to present furnace (in modernization jobs) or with separate ducts.

- **No Water Required.** Air-cooled, waterless. No water tower—no water expense or restrictions in drought areas.
- **Maximum Performance.** Extra large condenser and evaporator coils perform up to 125° ambient.
- **Whisper Quiet.** Silent indoors and out; no noise nuisance to home owner or neighbors.
- **Quickly Serviced.** Compressor cabinet designed for easy access. Minimum of moving parts, for trouble-free operation.

### "ATTIC-TYPE" MARVAIR

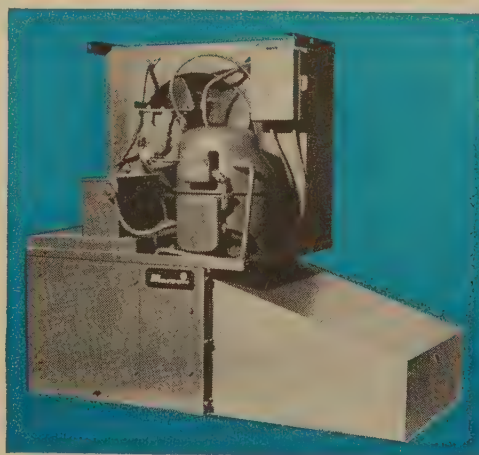
Packaged Waterless Units for homes up to 1200 sq. ft.

Suitable for any small one-story house with central hall. Unit installed in attic or false chimney, with hall ceiling dropped to act as dispersal chamber. Sensationally low first cost and installation cost. Unusually quiet and economical in use. This revolutionary MARVAIR is a *natural* for builders of small homes.

Write for Spec Sheets and Nearest Jobber, to:

# Marvaair

DIVISION, MUNCIE GEAR WORKS, INC.  
A Great Name in Heating and Air Conditioning  
MUNCIE, INDIANA

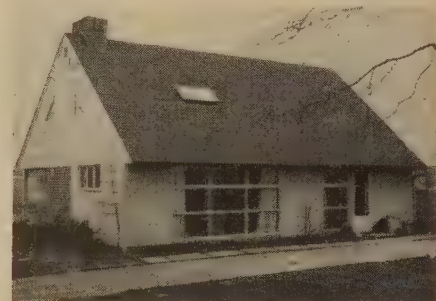


## NEW PRODUCTS continued from p. 300

For further details, check numbered coupon, p. 366

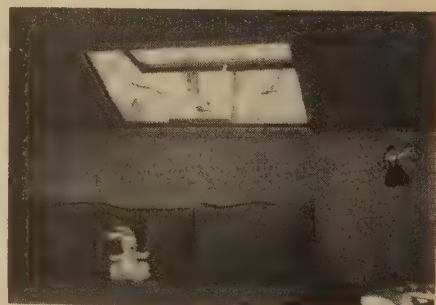
### I. VENTILATING SKYLIGHT can be installed in pitched roof for extra light

Dormers are expensive, and gable ends often provide insufficient light for rooms on the second floor of pitched-roof houses. *Ventarama* is a double-glazed roof window



with a 25" x 45" glass area, that can be opened as much as 12" to scoop in breezes off a sloping roof.

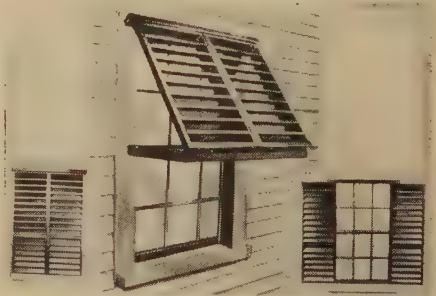
Installation may be made on any roof from 3' in 12' upward. Copper flashing is



preformed, soldered and fitted, and the opening is protected with a *Durall* tension screen. Windows are completely factory assembled, and only require the removal of hinge screws for installation.

Price: \$129.95

Manufacturer: Plycraft Products  
174 Main St.  
Port Washington, N. Y.



### m. WINDOW SHUTTERS turn into awnings to control sun or light

Nonfunctioning shutters, nailed to the sides of windows, always make contemporary designers see red. *Shutter Shades* may not eliminate the esthetic objection, but they do negate the complaint of uselessness. Apparently just a decorative shutter, the unit folds outward at the middle to form a louvered awning that stops sun rays but permits the

continued on p. 308





## You can touch up LATEX painted surfaces with full assurance of a perfect match

*Marred or scratched areas  
can be repainted quickly  
and easily to give an  
amazingly uniform appearance*

Now your clients can move into their new building without worrying about scratching or marring the paint surface. For with latex paints scratches and scuffs on recently painted surfaces can be touched up in a few minutes to give a beautiful, uniform finish.

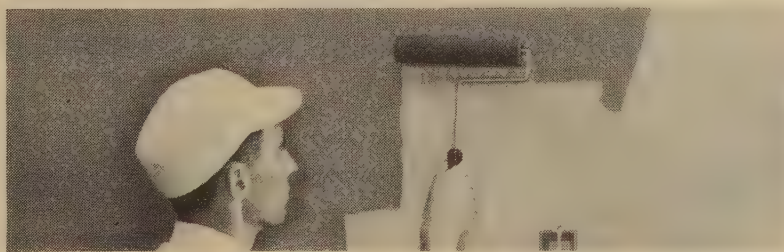
Latex paints offer many other advantages, too. They're easily applied, dry so quickly they can be recoated the same day, dry to a tough, durable film that's unusually cleanable. Their lack of objectionable odor means your clients can move

into a painted room right away. And because latex paints can be applied right over plaster hot spots, they can often cut days off your building schedule.

Leading paint manufacturers make latex paints in a wide range of colors and in texture and speciality paints. They will be glad to supply you with further information upon request. For a list of their names, write Plastics Sales Department PL 513J, THE DOW CHEMICAL COMPANY, Midland, Michigan.



**EASY TO CLEAN . . .** Latex paints are unusually cleanable, can be cleaned with soap and water without damage to surface appearance.



**PUT ON SOON AFTER PLASTERING . . .** There's no long wait for plaster to cure completely. Latex paints can be applied right over fresh plaster.



**FOR MANY SURFACES . . .** Latex paints seal excellently over cinder or concrete block, dry wall construction and many other surfaces.

you can depend on DOW PLASTICS

DOW



# 4 important reasons for the trend to reflective insulation

Builders all over the country are swinging to reflective type house insulation. The reasons behind this trend are sound:

1. It's now known that 50% to 80% of all heat lost or gained through the walls of buildings is by radiation, distinct from conduction and convection. *Only reflective insulation can effectively stop radiant heat.*

2. Blanket type aluminum foil insulation has proved itself in thousands of FHA and other projects to rank in efficiency with the best bulk-types in winter and to be far superior in summer. *This gives reflective insulation a decided edge in year-average effectiveness.*

3. The metallic, non-deteriorating characteristics of aluminum foil combined with tough duplex backing make it the ideal moisture barrier. *Only reflective insulation of this type gives such full protection against damaging condensation in the walls.*

4. Made of pure aluminum foil, reflective insulation is clean, light, compact . . . provides a truly new concept in application ease, convenience, and economy.

## ALFOL Aluminum Foil Blanket gives you all these advantages —and economy, too!

Alfol is the original aluminum foil building blanket and the leading product in this fast-growing field. Yet it usually costs less than bulk-type insulations.

### High efficiency

Instantly, continuously, Alfol reflects 95% of all radiant heat . . . keeps it in in winter, out in summer. It is effectively designed to minimize conduction, check convection. Alfol doesn't sag or pack down . . . it never loses its insulation value by moisture absorption.

### Moisture protection

All Alfol's components have an extremely low moisture permeability. As a vapor barrier totally unsurpassed. Its exclusive continuous-roll design and application across framing members insure your building against damaging vapor "leaks."

**Fast, easy installation, low handling costs.** No other full-protection insulation can match Alfol's ease of installation. A



In winter — reflective insulation ranks with best bulk types.

In summer — reflective insulation is superior to all others.

tough kraft duplex backing prevents tearing, sagging. No muss or fuss . . . no irritating dust . . . weighs only 1/12 as much as its bulk type "equivalent" . . . requires only 1/20 the storage space. Workmen prefer applying Alfol, and your money buys less storage, less labor . . . more and better insulation.

### A type for every need

There is a type of Alfol to meet every insulation need, including exposed ceiling jobs for industrial plants and insulation of furred masonry.



**Write for details!** illustrated bulletin giving full details—learn why thousands of builders are enthusiastically installing Alfol in their current buildings, to lower costs and to insure the future value.

Send today for this



## REFLECTAL CORPORATION

A subsidiary of Borg-Warner Corp.  
310 South Michigan Ave., Suite 2835  
Chicago 4, Ill.

INGERSOLL  
ROOF DECK

KOOLSHADE  
SUNSCREEN

## NEW PRODUCTS *continued from p. 304*

*For further details, check numbered coupon, p. 366*

free circulation of air through the louvers and the open ends.

During cloudy, or winter, days, the shutters fold back against the house, permitting full entry of natural daylight, and preventing any buildup of ice or snow. Even in use, the awnings allow unobstructed vision through the bottom half of the window.

Closed over the windows, the shutters provide protection from windstorms or burglars. Construction is all aluminum, and several colors are available.

**Price:** \$44.95 (average window)

**Manufacturer:** Shutter Shade Awnings  
1488 Beacon St.  
Brookline 46, Mass.

## n. VENETIAN BLINDS give almost perfect light control without light leaks

The builder who normally includes Venetian blinds in his house-equipment package will be interested in the *Flexalum Twi-Nighter*, which uses an ingenious assembly of the slats to black out 75% of the light admitted by normal blinds. Light meter tests show



that the remaining 25% comes in at the sides, top and bottom.

Prime uses will be for children's rooms and rooms where people must sleep during the day, though light control is important in every room at times. Blinds come in 15 basic colors, plus combinations of these. All slats are the well known *Flexalum* and tapes are wipe-clean plastic.

**Price:** (New York City area) 75¢ per sq. ft.; some variation in other areas

**Manufacturer:** Hunter Douglas Corp.  
150 Broadway  
New York, N.Y.

*continued on p. 312*





New panels add luxury at low cost. Left to right: Moire; Texture One-Eleven; Knotty Cedar. All are Exterior-type plywood, can be used outdoors.

# in plywood ?

Special fused-fiber overlays, striking textures and rich grain patterns add high style and durability...help builders add custom touch at little extra cost. Well made and carefully graded, they're worth checking into if you're looking for ways to add value and saleability to your homes.



**TREE LIFE®**  
**FOREST PRODUCTS**

Hemlock Lumber • Douglas Fir Lumber • Fir Plywood  
• Plyaloy® Overlaid Plywood Siding • PlyGlaze® High-Density Overlaid Plywood • Moire® "Brushed" Plywood  
• Texture One-Eleven • Knotty Pine and Cedar Plywood

## ST. PAUL & TACOMA LUMBER CO.

Department HH, Tacoma 2, Washington

Please send literature and other data on:

☐ Plyaloy ☐ T-1-11 ☐ Moire ☐ Knotty Pine & Cedar

Name \_\_\_\_\_

Firm \_\_\_\_\_

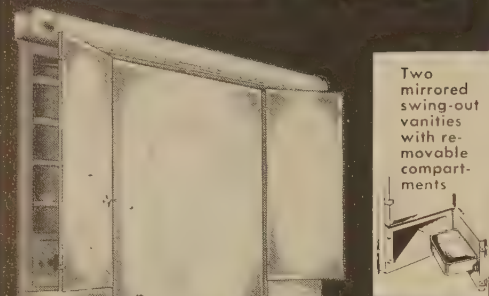
Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



IT COSTS LESS THAN YOU THINK!

## Give Your Bathrooms Distinctive Styling



Two mirrored swing-out vanities with removable compartments



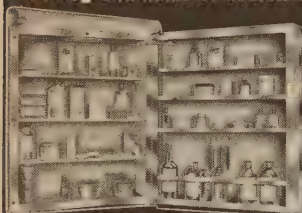
Cabinet — 407FL — "Duchess" — Triple mirror, "Vanities Fair" — VF1054 — 54" — 2 drawers.

**ADAMS**

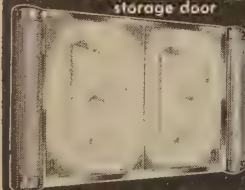
*Decorator Cabinets*

## So New! So Different!

ADAMS' new 1955 "Decorator Line" is now ready! See the new, exciting ideas, designed to give your homes glamour and individuality. ADAMS' cabinets and vanities present the ultimate in fine workmanship and styling — yet priced right if you build one home or a thousand. Send for new catalog and name of nearest distributor.



C707FL — featuring storage door



3502NFL — featuring sliding doors

Here are but a few of the many "Decorator Line" cabinets and vanities. Conventional cabinets also available.



507FL — featuring mirrored vanity drop shelf

**ADAMS Manufacturing Company**

2012-28 West Fulton Street Chicago 12, Illinois

SEND  
FOR  
CATALOG

Gentlemen: Please send your new catalog, without obligation. I am a ☐ Builder ☐ Architect ☐ Dealer ☐ Distributor

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**DISTRIBUTORS: TERRITORIES OPEN**

**NEW**

**PRODUCTS** continued from p. 308

For further details, check numbered coupon, p. 366



**o. BASEBOARD PANELS** project only 2 5/16" into room; damper permits heat control

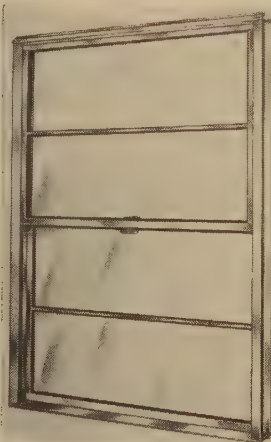
Baseboard panels for hot-water heat are growing more and more unobtrusive. American-Standard's *Heatrim* units are 10 1/4" high and only 2 5/16" deep (part of this depth can be recessed into the plaster). Panels are furnished in 4', 6' and 8' sections, and can be cut to fit odd footages.

A one-piece back and top prevents air seepage along the wall, with attendant streaking, and an optional damper provides individual heat regulation. The heating element has 56 aluminum fins per ft., bonded to the copper tubing core. Using 170° water, the panels put out 520 Btu's per hr., and this figure jumps to 730 Btu's when the water is heated to 200°.

All parts, including end valves and pipes, are concealed by front panels and end enclosures, and the 20-ga. steel comes primed gray. Panel, heating element and a set of connecting pieces are packed in one individual carton.

**Price:** \$2.70 per lin. ft. (trade price)

**Manufacturer:** American Radiator & Standard Sanitary  
P. O. Box 1226  
Pittsburgh 30, Pa.



**p. MAT FINISH** on aluminum double-hung windows needs no maintenance

Aluminum windows which won't streak and do not have the shine of raw metal have now entered the double-hung market. *Reynolds Metals'* newest units offer a variety of muntin arrangements, all the way from 1/1 lights to colonial-type 6/6s.

The sash are factory glazed with neoprene

continued on p. 316

## Buyer appeal

for your project  
or custom homes



## Majestic INCINERATOR

For a truly modern home — for that extra touch that adds real buyer-appeal — try this Majestic complete disposal system in the homes you build. You'll add sales value far beyond the modest cost . . . it's a home convenience *everybody* wants! Installs easily in utility room, basement, or kitchen. Drying pilot and 18,000 BTU full-flame burner, coupled with Majestic's Jet Air action downdraft, assures efficient operation. AGA approved!

See your Majestic supplier  
or write

The **Majestic Co., Inc.**

413-A Erie St. Huntington, Indiana



# are better than ever!

Every day, builders and contractors are discovering the big advantages of building with plaster reinforced with Keymesh, Keycorner and Keybead.

For example, Keymesh adds 50% greater fire safety to plaster ceilings in frame construction. It triples the fire endurance limit of open web, steel joist construction. And when you fireproof steel beams and columns with Keymesh reinforced plaster, the reduction in the insurance rate soon pays for the fireproofing.

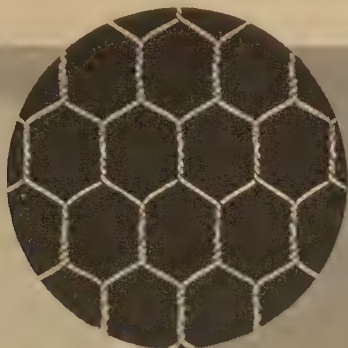
Keycorner economically provides the extra strength

that takes the worry out of trouble spots like corners, wall-ceiling junctures and joints.

Keybead allows exacting work on outside corners where ordinary beads fail. You save time and money.

In addition to these hidden values, the Three Keys help make plaster even more beautiful, more easily adapted to any design requirement.

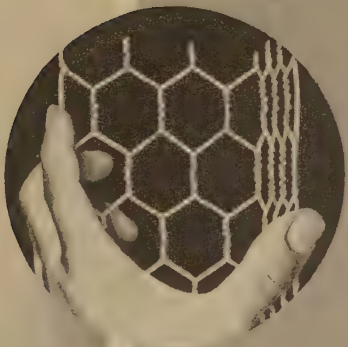
For far better construction that costs very little, ask your plastering contractor to figure your jobs with the Three Keys to Stronger Plaster.



## KEYMESH

Tests prove that Keymesh-type Galvanized reinforcing lath increases fire safety of plaster ceilings a minimum of fifty percent . . . in some cases many, many times more. Since this is true by actual fire tests\*, imagine the extra strength that a Keymesh ceiling or wall has against ordinary, day-to-day stress and strain. The hex mesh is a network of reinforcement. Plaster completely embeds the steel wires to make a solid, reinforced ceiling or wall. Keymesh stops plaster cracks before they start. It makes lath and plaster better than ever.

\*Building Materials and Structures Report 141 National Bureau of Standards.



## KEYCORNER

Keycorner is the only Galvanized strip lath preformed to fit corners, joints and wall-ceiling junctures. Just flex it—it bends to corner shape. It goes up quickly, easily. And what reinforcement! Corners and joints are no longer trouble spots when you build with Keycorner. It knits the plaster into a single, solid unit, reinforced at points of most strain. And it costs so little for this protection, this extra life for your plaster job. Keycorner pays big dividends in client satisfaction. See that it is used when you build with plaster. It makes lath and plaster better than ever.



## KEYBEAD

New Keybead Galvanized lath makes possible exacting plaster work where ordinary corner bead fails. Keybead is straight, end to end. No waste. It's easy to true up. And Keybead makes a solid plaster corner! Plaster is easily troweled through open mesh flanges to fill corner and completely embed every reinforcing wire. Twenty-three gauge Galvanized steel nose—no other regular corner bead provides such protection against shock. Keybead is also available with solid zinc nose for use in highly corrosive atmospheres. Ask for Key Z Bead.



## KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

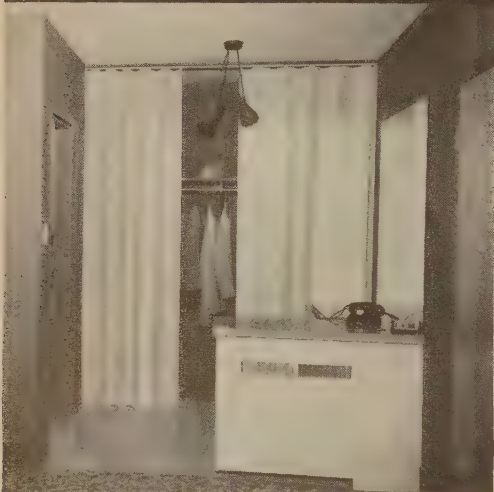
KEYMESH • KEYCORNER • KEYBEAD • KEYSTONE NAILS  
KEYSTONE TIE WIRE • KEYSTONE WELDED WIRE FABRIC  
KEYSTONE NON-CLIMBABLE AND ORNAMENTAL FENCE

Blaine Drake, architect





**Veni-Flex** WOVEN WOOD SLAT  
FOLDING DOORS & ROOM DIVIDERS



### WITHOUT INCREASING COST!

Here's a space-maker that's adaptable to any building plan. Wherever there's a need for closets, utility space, room division, Veni-Flex Folding Doors meet that need economically. Easy and quick to install, Veni-Flex saves not only on labor and hardware costs . . . it also eliminates expensive overdoor framing and the cost of studding, plastering and painting openings. Available in beautiful natural wood finish or in a choice of 11 decorator colors. For maximum sales appeal plus maximum economy, install Veni-Flex, the door of many uses.

### ROL-TRAK

Exclusive Rol-Trak hardware assures fingertip control . . . years of trouble-free service . . . smooth, dependable operation. A typical top-quality Veni-Flex feature.

**Free Folder upon Request**

**CONSOLIDATED**

GENERAL PRODUCTS, INC.

24th & Nicholson, Houston, Texas

### NEW

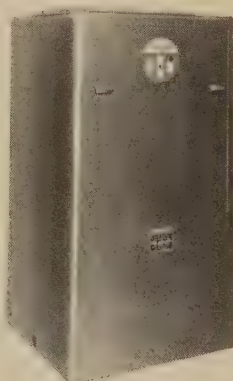
### PRODUCTS *continued from p. 312*

*For further details, check numbered coupon, p. 366*

extrusions, or left ready for on-site glazing. Hardware and screws are stainless steel. A continuous plaster stop is extruded as part of the jamb section to enable the plasterer to work cleanly right up to the edge. Storm sash and screens are available that attach flush to the outside of the frame.

**Price:** 3' x 4'-5", \$27 (builder's price, not including glazing)

**Manufacturer:** Reynolds Metals Co.  
2000 S. Ninth St.  
Louisville, Ky.



#### q. ELECTRONIC PRECIPITATOR wipes all dust and pollen out of heating-system air

Acting like a giant magnet toward all airborne particles of dust and dirt, the *Electro-Staynew* constantly cleans household air. Particles afloat in incoming air are given a positive charge, then passed over a series of negatively-charged end plates, where they are held. Built-in washer manifolds flush all dirt from the collector cell whenever required, usually every three to four weeks.

The unit is designed for use with forced-air heating systems, but may be used all year if connected with the return-air duct, whether the furnace is operating or not.

Standard house current (120 v.) powers the precipitator, which steps up the voltage to the charge required to polarize particles.

**Price:** \$495, plus installation

**Manufacturer:** Dollinger Corp.  
11 Centre Park  
Rochester, N.Y.

#### r. THERMAL HUMIDIFIER disperses water vapor into too-dry furnace air

Wherever heating systems tend to dry out air, a new humidifier can be installed in warm-air ducts to diffuse 1½ pints of water per hr. into the air. The brass tank, 6" x 5" x 8", has an automatic water feed, and a microswitch that shuts off the current in the junction box in case of water failure.

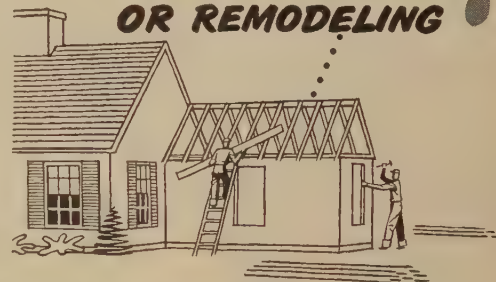
The daily 4 gal. of water is vaporized at 200° F. by the copper-sheathed heating element, operating at 115 v., and using 600 w.

**Price:** \$29.50

**Manufacturer:** Flight Mfg. Corp.  
925 N. 8th St.  
Camden 2, N.J.

*continued on p. 320*

# Adding a Room? OR REMODELING



## ELECTREND ELECTRIC HEATING SYSTEM

**Exclusive Circulating Method Provides Uniform Heat**

**AT MODEST COST!**

Electric heating is already proving highly successful in thousands of homes. ELECTREND offers you the most satisfactory method for heating added rooms . . . or for augmenting inadequate heating plants in older homes. Why wait? Get the facts — then recommend ELECTREND. You'll gain more satisfied customers; show a higher profit on every job!

### CHECK THESE

#### ELECTREND ADVANTAGES

- Pulls warm air from ceiling, reheats and circulates into room.
- Simple, low-cost installation. No special skill required.
- Outstanding safety. UL approved.
- Completely automatic. Thermostatically controlled in every room.
- Long years of satisfactory performance. No maintenance — annual checkups eliminated.
- 100% clean. Customers appreciate absence of ashes, soot, smoke, fuel.



#### Exclusive Electrend Circulating Principle

The exclusive ELECTREND system pulls warm air from ceiling, reheats and circulates into room through register at floor level. This method gives more comfortable, uniform heat and represents a savings in operating costs. ELECTREND units have been designed for new construction or supplementary heating.

*Write today . . . Free Literature tells complete ELECTREND story!*

# Electrend

**ELECTREND PRODUCTS CORPORATION**  
17 State Street St. Joseph, Michigan



# and keep 'em sold!

*Before* your customers walk into your homes they've heard a lot about Fenestra\* windows from Arlene Francis on NBC's popular network "Home" television show. Translate this into faster sales of *your* homes by featuring Fenestra windows with colorful TV display banners and display cards. These sales helps, as well as photographs and newspaper ad mats for your local newspaper advertising, are yours for the asking!

*After* they buy, your customers will *stay sold* on Fenestra, thanks to such wonderful labor-saving features as finger-tip operation . . . air-deflector ventilators for better ventilation . . . safe, easy cleaning of both sides of the window from inside the room . . . easily attached screens and storms. They'll enjoy the window beauty added inside and outside the house . . . the extra daylight let in by slender steel frames that hold larger glass lights. They'll like the strength of steel . . . the durability of Fenestra's *two* protective coatings—Hot-Dip Galvanizing and Bonderizing—that corrosion-proof the windows for the life of the building.

And *you'll* like the fact that Fenestra windows are available ready-trimmed for quick, money-saving installation . . . that with Fenestra you may have a complete package of window, hardware,

storms and screens.

Take advantage of this opportunity of extending your reputation as a builder of modern, quality homes. Go Fenestra—the only name backed by a network TV advertising campaign devoted exclusively to residential windows! For full details, contact your local Fenestra representative—listed in the yellow pages of your phone directory. Or write, wire or call America's oldest and largest steel window manufacturer, Detroit Steel Products Co., Dept. HH-5, 3401 Griffin St., Detroit 11, Michigan.

\*®



Here Arlene Francis demonstrates the advantages of Fenestra windows to millions of housewives. It's powerful pre-selling that cuts down *your* selling time—helps create the kind of satisfied customers that build your reputation and business.

## Fenestra



### RESIDENTIAL WINDOWS

WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH

**GALVANIZED-BONDERIZED-STEEL—THE STRONGEST MATERIAL. CORROSION-PROOFED FOR LIFE!**

See and hear "Home" from 11:00 to 12:00 noon, Monday through Friday, Eastern Standard Time. In other time zones, see your local newspaper for time and station.



## NEW PRODUCTS *continued from p. 316*

*For further details, check numbered coupon, p. 366*



**WOODLIFE**  
CONTAINING  
**PENTA**chlorophenol  
*The Original  
WATER REPELLENT  
PRESERVATIVE*

**The Unseen Value You Can Sell**

**... and Sell!**

When you use Woodlife treated wood that goes in the homes you design you're gaining these important advantages...

**A Powerful Sales Feature...** Because Woodlife so effectively guards against warping, swelling, shrinking caused by water absorption—and gives immunity to termites and decay.

**A Higher Value...** For the same reasons, lending institutions invariably give higher appraisals to Woodlife-treated homes—to an extent far greater than the small cost of the treatment itself.

**Value That Lasts!**... Woodlife enables you to present the charm and utility of wood in all its aspects with the knowledge that you're building for LONG-LASTING SATISFACTION!

SEND TODAY for the informative folder, "WOOD PRESERVATION WITH WOODLIFE" which gives test data along with suggested specifications. Ask your retail lumber dealer, jobber, or write:

**Protection Products**  
**MANUFACTURING COMPANY**  
Since 1921  
Dept. H Kalamazoo, Michigan



### s. NYLON SHOWER HEAD is impervious to mineral buildup and clogging

New materials are constantly fighting for uses previously confined to conventional materials, and can succeed where they are able to do the job better. A new shower head, *Nylon Maid*, overcomes the plugging of jet holes in metallic shower heads. The du Pont Zytel nylon resin has no chemical affinity for lime particles found in hard water, and the smooth surface offers little foothold for mechanical buildup of particles inside the shower head.

Force of the shower can be adjusted or even turned off by turning the head, and a spreader plate permits the variance of jets from fine to coarse. Because of nylon's low heat conductivity, the head never becomes too hot to touch. Standard threading makes possible replacement on most showers.

**Price:** \$2.98

**Manufacturer:** Warren-Magnuson Co.  
612 E. Highway 66  
Glendora, Calif.



### t. BATHTUB CLOSURE fastens plastic or cloth shower curtain to end walls

Flapping shower curtains can be secured in a taut, wall-like position with *Curt-N-Door*, aluminum leading edges that grip the curtain securely and lock it to the wall.

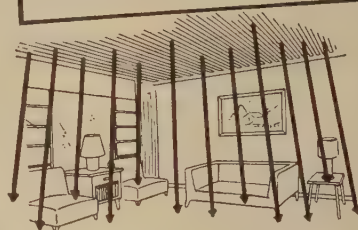
The unit is top-hung from the curtain rod, and needs no track mounted on the tub itself. A plastic cord spline locks the curtain into the frame groove without danger of ripping it.

**Price:** \$4.95

**Manufacturer:** Utility Products Corp.  
25 N. E. 17th Terrace,  
Miami 32, Fla.

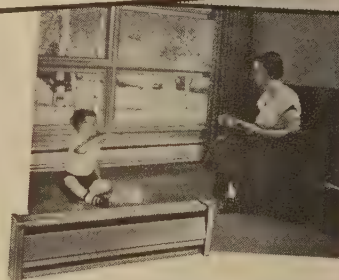
*continued on p. 324*

## 1955 CALENDAR **Today's Demand** for **ELECTRIC HEAT** SOLVED BY **ELECTROMODE** WORLD'S MOST COMPLETE LINE ALL-ELECTRIC HEATERS ELECTRIC HEATING SYSTEMS



### CEILING Radiant CABLE HEAT

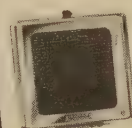
Electromode Heating Cable installed in ceiling radiates clean, sunlike heat downward. Has Magic Seal coating which prevents streaks on ceiling when cable is embedded in plaster. Automatic temperature control by separate thermostat for each room.



### BASEBOARD HEATER

Low-Level Perimeter Heat spreads a shield of comfortable warmth against cold walls from floor to ceiling.

Basic Unit: 32" long, 8 1/2" high, 3" wide, 600 watts, 120 or 240 volts. Blank sections, end-pieces and corners available to provide an unbroken baseboard effect.



For BATHROOMS  
White or Chrome  
Finish



For BIG ROOMS  
DOWN-FLO  
HEATER  
Grey Hammertone  
Finish

### WALL-TYPE HEATERS

- Capacities for All Size Rooms
- Fan-Circulated Heat
- Modern Designs
- Fast, Easy To Install
- Automatic Control
- Satisfied Users

**COMPLETELY SAFE!** Only Electromode has the patented, cast-aluminum heating element. All electric wires are insulated, embedded, and completely sealed inside this aluminum casting. No danger of Fire, Shock or Burn. More efficient, more economical. Guaranteed for 5 years. Approved by Underwriters' Laboratories.

**ELECTROMODE CORPORATION**  
Dept. HH-55, 45 Crouch Street, Rochester 3, N. Y.

Please send free literature with specifications, illustrations, and how to figure and install Electromode Heaters.

Name.....  
Address.....  
City..... State.....



# per home on this Insulite way!"

reports San Antonio's Wm. Ochse to

Insulite representative Harry Robertson

"We stand to cut our costs better than \$60,000 on our 600-unit Green Meadow project with Insulite Sheathing and Primed Graylite. I say 'better than \$60,000' because the \$102 per home saving mentioned above is just the beginning. It covers material savings only and doesn't

take into consideration the very appreciable saving in application time or the extra insulation value, strength and elimination of waste we get with Insulite. Here's how two Insulite products help us offer more house for the money here in San Antonio."

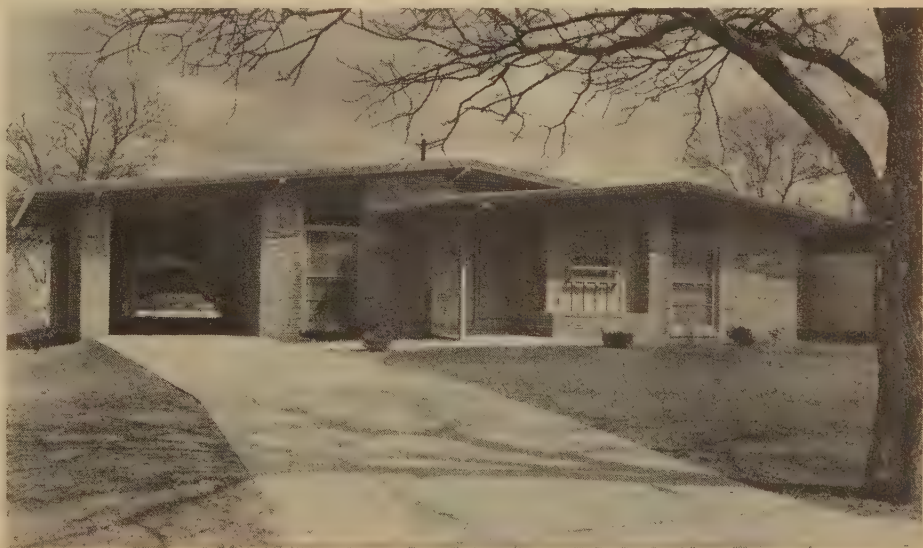


**INSULITE SHEATHING** saves \$89 per home on materials alone on average Green Meadow home. Cuts application time as much as 43% compared with wood. One carpenter can sheathe 1,000 sq. ft. in 8 hours or less. Practically eliminates matching loss and waste. Compare Insulite's full coverage with minimum of 12% waste figured for horizontal wood sheathing.



**PRIMED GRAYLITE** for carports and porch ceilings saves \$13.35 on Green Meadow homes. Made of same material as tough, weather-resistant Bildrite Sheathing, Primed Graylite is prime coated at the factory. Paint flows on easily, smoothly. Asphalt impregnated. No delamination problem. Available in 1/2" and 3/4" thickness and 4' widths. Lengths from 6' to 12' reduce waste.

**Saved! \$102 on Green Meadow homes like this** with Insulite Sheathing and Primed Graylite. See how Insulite can help you keep costs down, quality up on your next job—on sidewalls, roofs, ceilings, floors, soffits, gable ends and more. Write Insulite, Minneapolis 2, Minnesota for free cost-comparison forms and product literature.





# Talk-O

## DOOR ANSWERING and INTERCOM SYSTEM

### the BUILT-IN Sales Appeal

TALK up the plus features of TALK-O Door Answering and Intercom System

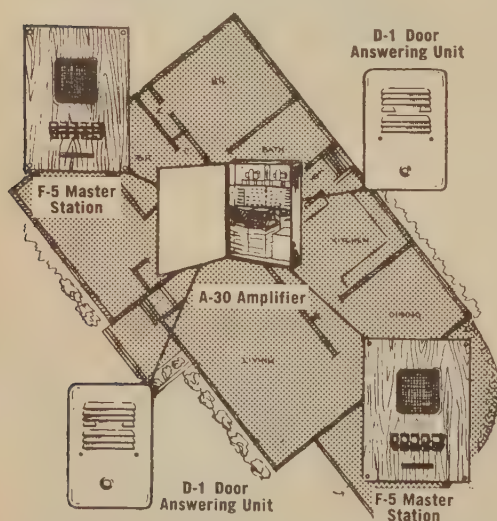
**LISTEN** to the enthusiastic response of home buyers. They like the convenience, safety and dependability of TALK-O.

TALK-O Door Answering Units enable positive identification of callers at both front and side entrances before opening door.

TALK-O Master Stations provide instant, private communication between rooms of the house.

TALK-O units available in walnut or blonde wood, mount flush in wall, come complete with steel mount frames and color-coded wires for easy, inexpensive installation. Operates on dry-cell batteries; no hum, no interference, no electrical dangers.

No wonder so many builders are finding TALK-O is THE extra feature that helps sell homes. Write for complete information.



**COMPLETE KIT:** 2 Door Answering Stations, 2 Master Stations, amplifier complete with batteries, color-coded wiring and steel mounting frames... all for only \$135. Extra stations may be added at low cost.

**ROCHESTER SCIENTIFIC COMPANY**

38 SCIO STREET  
ROCHESTER 1, N. Y.

## NEW PRODUCTS continued from p. 320

For further details, check numbered coupon, p. 366

### u. OVERHEAD DIFFUSER for cooling or heating has adjustable vanes for directing air

Accurate control of air is essential wherever heating or cooling is to be brought in at human level or above, and Titus' new line of sidewall-ceiling grilles is engineered spe-



cifically to solve the problems of overhead air conditioning.

Extruded aluminum louvers direct the air where it is most needed, and each is individually adjustable. Damper setting may be set at time of installation or later to correct air diffusion difficulties.

**Price:** 4" x 8", \$5.70; 8" x 10", \$8.90; 12" x 12", \$11.55 (22 sizes in all)

**Manufacturer:** Titus, Inc.  
Waterloo, Iowa

### v. SWITCH PLATES are glass-enameled copper, in a wide range of colors

Color accents for any room are almost unlimited with Cop-R-Glas switch plates. This room hardware is offered in 13 shades, all produced by the high-firing of glass pigments



onto copper plates. Colors are not stark, but are softened by a faint misting of white or black in a second firing.

Units are made for single, double or triple gang switches. Colors, of course, cannot fade, and no dirt can penetrate the glass surface.

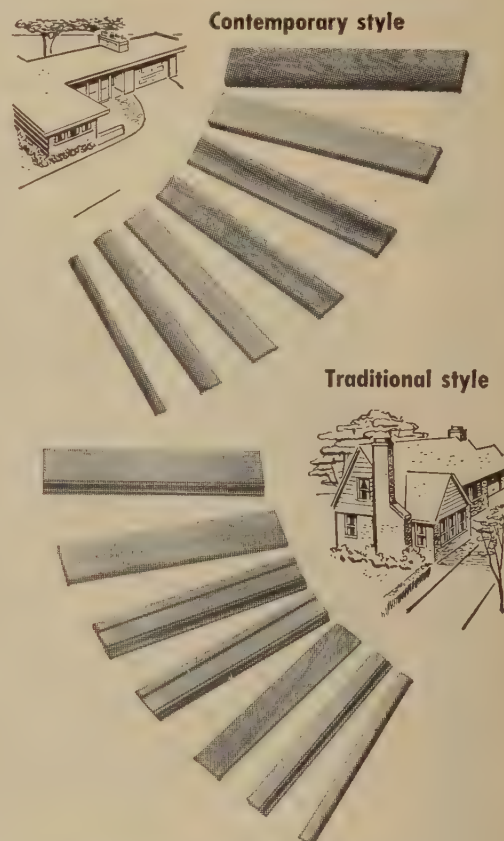
**Price:** Single, \$2.75; double, \$4.95; triple, \$7.50

**Manufacturer:** Butler & Cardell  
P. O. Box 46  
Auburndale 66, Mass.

continued on p. 328

**You can save money with**

## Roddiscraft STOCK HARDWOOD MOLDING AND TRIM



### Ready to Install

- Birch
- Oak
- Mahogany
- Walnut

**WHY** pay premium prices for hardwood molding and trim? Your dealer can supply you with Roddiscraft stock hardwood molding and trim at amazingly moderate prices. It's ready and waiting for your dealer at his nearest Roddiscraft warehouse.

For added economy, you can get Roddiscraft hardwood molding and trim cut-to-size in packages. It is also available by the lineal foot. Hardwoods other than those mentioned above are available on special order. Call your dealer for all the facts, or mail the coupon below.

## Roddiscraft

WAREHOUSES IN PRINCIPAL CITIES

**RODDISCRAFT, RODDIS PLYWOOD CORP.**

Marshfield, Wisconsin

Please send me full information on Roddiscraft hardwood trim.

Name .....  
Firm Name .....  
Address .....  
City ..... Zone ..... State .....



# ALL THE WAY

## in our Ellendale Homes Project!"



"One line of quality building materials made to be used together, helped us offer more for less!"

says MR. DANTE COTUMACCIO,  
Project Home Builder, Utica, N. Y.

"We sold 37 homes, within a few hours, on the first day our Ellendale Project was opened! Buying from one source streamlined our operations and let us put more value into our homes and still sell them for \$10,500. Gold Bond's quality from start to finish certainly helped make this possible!"

**These Gold Bond Products were used in the Ellendale Project:**

*Gold Bond Asbestos Siding*—comes in distinctive colors, all protected from dirt and weather by exclusive Surfaseal.

*Gold Bond Gypsum Sheathing*—covers fast, needs less nailing, cuts cost.

*Gold Bond Gypsum Lath, 2" Cornerite and Arch Corner Bead*—form a firm foundation for better plastering.

*Gold Bond Fibered Plaster, E-Z Soak Finish Lime and Super White Gauging*—assure consistently uniform results...smooth, strong, top-quality interiors every time.

*Gold Bond Rock Wool Blankets*—are rugged, easy to apply, because rock wool is sealed to *both* sides of covering. They cut application time, save labor costs.

*Gold Bond Wall Primer and Gold Bond Velvet Paint* are ready-to-use. Glide on fast. Dry in *minutes!*

"We are planning 100 more houses in '55, and from our experience with the Ellendale Homes, you can be sure they'll be 100% Gold Bond again!"

You can count on *undivided responsibility* when you purchase the complete Gold Bond building product line backed by one established manufacturer—National Gypsum Company. Gold Bond products are designed to work together. For full details, WRITE:

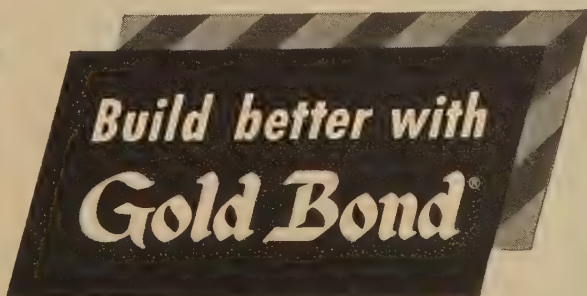
NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK



WALL  
PRIMER



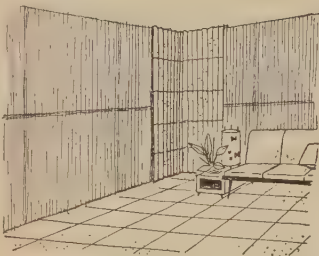
VELVET  
WALL PAINT





## DRAPERIES OF

# Woodweaves BY Suncraft!



### FOR LOW COST SELLING FEATURES

To help sell their houses, builders are specifying luxurious, durable and economical woodweaves by Suncraft. Exceptionally popular and exciting as draperies for today's style-conscious homes, they are endorsed by America's leading architects, designers and builders. Suncraft woodweaves have been custom designed from patterns selected the world over. As doors and dividers, as well as drapes. Suncraft woodweaves are terrific selling features for any builder. Write today.

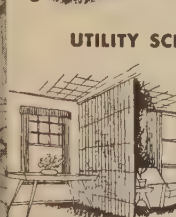
**ABSTRACTS**—PRESENTING BAMBOO DRAPERIES in their newest and most advanced form. Variation of design and color are limitless.

**ROLLO WEAVE**—Here is the tie between the traditional and modern—delicate in appearance, but rugged in use.

**PLASTIC WEAVE**—Combining the strength of plastic with pine gives an easily cleaned woodweave that affords privacy.



**CLOSET DOORS**



**UTILITY SCREENS**



**ROOM DIVIDERS**

Write today for more information,  
early delivery on these  
**LOW COST MATERIALS!**



**Suncraft INC.**

1317 W. Webster Ave. • Chicago 14, Ill.

## NEW PRODUCTS *continued from p. 324*

For further details, check numbered coupon, p. 366

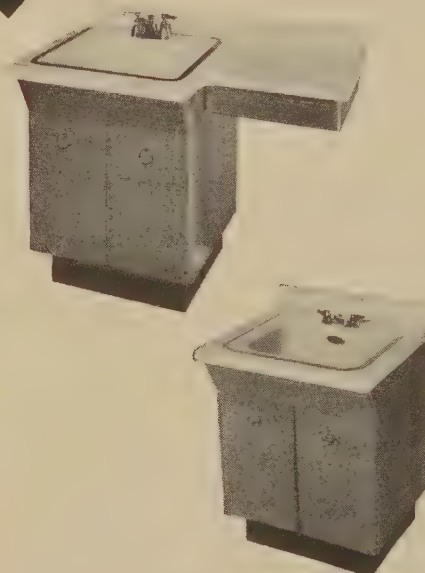


**x. DINING NOOK** is hung from wall cleats to provide eating space in kitchen

A prime family need is eating space in the kitchen, a convenience provided in any corner by the *Suburban Kitchen Nook*. After cleats are nailed or screwed to studs, the vinyl-covered seats and backs are hung in place. Installation time is estimated at eight minutes. Deliveries of quantity orders may be arranged to match house production.

**Price:** \$93.50 (discounts in quantity)

**Manufacturer:** The Dormalux Co.  
50 Mechanic St.  
Buffalo 2, N.Y.



**y. LAMINATE COVERED BATHROOM VANITIES** have hidden clothes hamper

Luxury baths need luxury appointments, and the wide color range and easy maintenance of the laminated plastics are strong points of *Glissade's* line of bathroom vanities. Units are made as a basin enclosure only, or with dressing-table wings on right, left, or both sides of the basin.

All cabinets are in a black oak *Formica*, but counter tops are a matter of choice. Some units have clothes hampers and drawers, and come equipped with any standard cast-iron or porcelain-on-steel basin (fixtures not included).

**Price:** With single wing, \$155; without, \$129

**Manufacturer:** Liebman Bathroom Specialties, Inc.  
1437 Bushwick Ave.  
Brooklyn 7, N.Y.

*continued on p. 332*

## NOW...you can build that **unusual** fireplace



**FASTER  
CHEAPER  
BETTER...with the new**



Here's the *easy* answer to the popular trend toward *unusual* fireplace openings. In fact, the Beneform Universal Damper is the *only* answer that assures *lower* construction costs as well as the strong smoke-free draft so vital in unconventional fireplace design.

### Builds ALL 6 Basic Opening Types

No matter *which* fireplace type you are building... projecting corner, 2 sided or 3 sided openings, openings in 2 rooms, open all around, etc.—Beneform will build it *better*—and at *lower* cost. Thousands of successful installations and our years of fireplace specialization are your assurance of complete satisfaction...

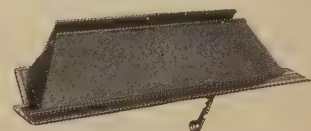
### Six Stock Sizes Available...

—ranging from 26" x 26" up to 50" x 24". Complete specifications, prices and recommended construction details for all types of fireplaces furnished upon request.



**EXPANSIP  
STEEL  
DAMPERS**

The famous boiler plate steel damper with the exclusive slip-joint feature, which takes up expansion that occurs when damper gets hot. 60° front slope gives sure draft. 8 sizes — up to 72" wide, designed for easy lay-up of brickwork.



**CAST  
IRON  
DAMPERS**

Improved, higher front design assures better draft, better smoke passage. Sturdy cast iron construction, with either cast iron or steel valve. Precision-cast in our modern foundry, Bennett cast iron dampers have no thin spots or weak sections to give trouble. Wide range of sizes.

See your Bennett Supplier for the complete Bennett line including Benefire Fireplace Forms, Ash Dumps, Cleanout Doors and the TRUE Flexscreen.

Write 555 Call Street, for free catalog





## New McDonald pumps for housing developments



Now you can incorporate famous McDonald water-system quality and dependability in medium-to-low priced homes

Such construction features as high grade seal assembly and single piece die cast bronze impeller mean fool-proof pressure and performance. Installation is simplified — horizontal construction means easy application at well or offset. And the new low cost of these quality pumps increases the value of the homes you build.



For a complete descriptive booklet on these McDonald quality, low-cost pumps, send a postcard to McDonald, or contact your McDonald Dealer.

### McDONALD SHALLOW WELL HYDRO-JET PUMPS as low as

Complete with 6-gallon tank **\$89<sup>50</sup>**

(f.o.b. Dubuque)

#### Specifications

Pressures from 20 to 40 lbs. or more.

For total suction lift under 25 ft.

Complete water systems furnished with 6-gal., 10-gal., 25-gal., and larger pressure tanks.

Figure 3130 (Illustrated) 1/3 H.P. Capacity to 815 GPH

Figure 3150 1/2 H.P. Capacity to 1050 GPH

**A. Y. McDONALD MFG. CO.**

Dubuque, Iowa

PUMPS • BRASS GOODS  
OIL EQUIPMENT



## INSTALLATION TIME CUT IN HALF!

### WITH **CENTRAL** *Metal Casement* **STRIP**

Here is a metal casement strip you can put in in *half* the time and make twice the money. It's easy, fast and gives the best sealing job you've ever seen. Get the details today!

#### CHECK THESE FEATURES

- ✓ **EXCLUSIVE "SUPER-GRIP"!**  
Strip snaps onto frame snugly, permanently. Avoids time-consuming fitting problems.
- ✓ **KINK RESISTANT BEAD!**  
Prevents foulups and damage to valuable strip. Saves time and material.
- ✓ **NO NOTCHING REQUIRED!**  
Strip is self fastening. No need for notching out of tough, metal windows.
- ✓ **CLEANER, NEATER JOB!**  
You get a perfect, well-fitting, airtight, and customer satisfying job... every time!

#### **CENTRAL METAL STRIP CO.**

4343 North Western Avenue

Chicago 18, Illinois

Phone JUNiper 8-8036

WEATHERSTRIPS • THRESHOLDS • NOSINGS • SASH BALANCES • TOOLS • SUPPLIES

SEND FOR  
COMPLETE  
LITERATURE  
PRICES  
AND DETAILS

For all around use  
— all four sides.

For all around use  
— all four sides.

For severe exposures — top and lock side.

For severe exposures — sill and hinge side.

For badly warped windows — hinge side only.

ADD BEAUTY... to the front porch  
WHERE THE SALE STARTS... with

## DECORAIL

TRADE MARK REGISTERED

### ALUMINUM RAILING and PORCH COLUMNS

Beautiful, practical, Decorail extruded aluminum railing and columns add a note of safety and assurance to the user and distinctive charm to the home. Yes, whether you favor modern or traditional, Decorail's many designs will find a fitting place in your plans. Decorail's patented features eliminate welding, and cut assembly time, thus giving you top quality aluminum railing at a competitive price.



**SATIN  
FINISH**

• **NO RUST**

• **NO STAIN**

• **A  
LIFETIME  
INSTALLATION**

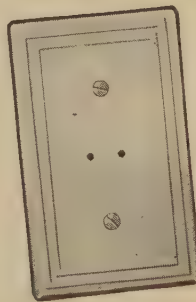
For information and specifications, write or phone...

• **ST. LOUIS INDUSTRIES •**

8113 ROSALIE AVE. • ST. LOUIS 17, MO. • MI. 7-3740

## 'TV' WIRING DEVICES for

homes, hotels,  
apartments,  
schools, etc.



MOSLEY TV Lead-in Wall Socket harmonizes with all electrical wall plates. Supplied with Mating Plug and attractive brown or ivory face plate. Cat. No. F-1PK, List Price, only \$1.95.

WALL SOCKETS, PLUGS,  
CONDUIT, ENTRANCES,  
SWITCHES, COUPLERS.

Maximum built-in convenience at minimum cost is supplied through use of MOSLEY TV Wiring Materials.

MOSLEY products are "TV Engineered" for dependable performance. They have been the choice of expert Installation Technicians—for years!

MOSLEY TV Wiring Materials are available at Radio and Television Parts Distributors — coast-to-coast. Write for name of nearest supplier, Free Catalog and booklet "How Builders Fit Into The TV Picture".

**MOSLEY ELECTRONICS, Inc.**

8622 St. Charles Rock Rd., St. Louis 14, Missouri

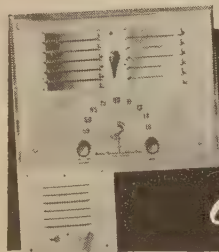


Here it is!

THE "HOME SELLINGEST"  
EXTRA IN THE FIELD

Musi-Kom

BUILT-IN  
MUSIC - RADIO - INTERCOM  
SYSTEM



ONE MASTER UNIT  
FIVE SUBSTATIONS

Your Handyman  
Can Install in 2  
Hours!

Only \$155.97

- Talk From Any Room to ALL Rooms
- Enjoy Records or Radio in Every Room
- Volume Control on Each Unit
- Baby Sitter Feature in Every Room

Homusic

Exactly like Musi-Kom  
less Intercom Feature

Only \$99.72 Perfect For Smaller Homes!

Include one of these attractive, functional systems in that home you're building now. You'll add many times the cost of the system in dynamic, sales producing appeal. See Musi-Kom or Homusic at one of the distributors listed below or write direct for further information.

Order Musi-Kom or Homusic  
From the Distributor Nearest You

**ALABAMA:**

Birmingham  
Mitchell Bldg.  
Supply Co.

**ARIZONA:**

Phoenix  
Radio Spec. & Ap-  
pliance Corp.  
Tucson  
Beacon Lght. Fixture  
& Lamp Co.

**CALIFORNIA:**

San Francisco  
Pioneer Appliance Co.

**COLORADO:**

Denver  
Denver Hardware Co.

**DIST. OF COLUMBIA:**

Joseph M. Zamolski Co.

**FLORIDA:**

Jacksonville  
Miami  
Tampa  
Florida Radio & Appl.  
Corp.

**GEORGIA:**

Atlanta  
Charles S. Martin Co.

**LOUISIANA:**

Baton Rouge  
Ronald A. Coco, Inc.  
New Orleans  
Olivier, Inc.

**MARYLAND:**

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Milford Supply Corp.

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Herbert Brassfield Co.

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Akard & Caton  
Shawnee  
Thompson Bros. Bldrs.  
Sup. Co.

**TENNESSEE:**

Memphis  
Roy Wooten Co.

**TEXAS:**

Fort Worth  
Morrison Supply Co.  
Houston  
Star Steel Supply Co.  
San Antonio  
South Texas Appliance  
Corp.

**UTAH:**

Salt Lake City  
General Appliance Corp.

**VIRGINIA:**

Roanoke  
Roanoke Wholesalers

**WASHINGTON:**

Seattle  
Northwest Kitchens,  
Inc.

**WISCONSIN:**

Milwaukee  
Nat'l Home Music  
Systems Co.



**NEW  
PRODUCTS** continued from p. 328

For further details, check numbered coupon, p. 366

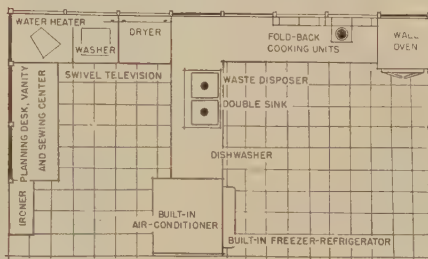


w. "KITCHEN OF TODAY" features available  
appliances in a "dream" layout

One of the strongest drawing cards in the General Motors Motorama has always been the Frigidaire Kitchen of Tomorrow, with its Buck Rogerish electronic and mechanical wizardry. Biggest drawback: most of the equipment shown was "dream stuff," not in production.

To combat any housewife disappointment, the Motorama has added a second kitchen to the now-touring show, composed entirely of stock items, but embodying all the latest thinking in kitchen design in a down-to-earth 11' x 12'-6" (laundry area raises this to 11' x 20'), well within space allotment for the average house kitchen.

Work space follows the logical storage-preparation-cooking progression, and the en-



tire area is benefited by a built-in room cooler to keep temperatures at a comfortable level. Refrigerator, oven, and cooking units are built-in, while all shelves, racks, bins and storage compartments roll out for easy access. A television set, in the laundry area, is swivel-mounted so it can serve laundry, kitchen, or even the patio through the window wall. Cooking units fold up against the wall when not in use, leaving the entire counter top available as a work surface.

Color is prominent, with appliances and cabinets available in the Frigidaire hues, except for the stainless steel of the sink, cooking units and French-door wall oven. Flooring in this kitchen is low-maintenance vinyl-cork tile.

The sink unit divides kitchen from laundry, but is accessible from either room. On the outside wall, pass-through windows overlook the patio, and facilitate outdoor serving.

Floor plans, photos and isometric drawings of the "Kitchen of Today" are available to interested builders and architects.

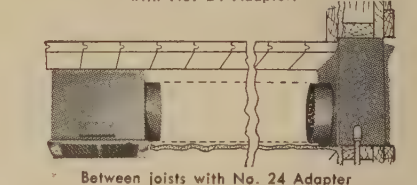
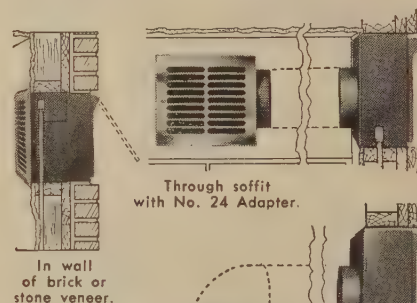
**Manufacturer:** General Motors Corp.  
Frigidaire Div.  
Dayton 1, Ohio.

continued on p. 336

**MARK OF A  
Quality HOME**

Broan  
Motordor  
Kitchen Fan

Preferred by Architects, Builders, Electrical Contractors and Home-owners for fully automatic MOTORDOR operation by remote control, for the "FANTOM-GRIL" which conceals fan interior from view, and for adaptability to a wide variety of economical residential installations.



**MOTORDOR Fan Obsoletes  
Ordinary Blow-type Fan**

The MOTORDOR Fan in ceiling and soffit installations "pulls" rather than "blows" the air through the duct. With the fan at the outer end of duct, the kitchen is free from fan noise. There is no damper to rattle on windy days, for the motor-operated, insulated and weatherproof outer door, controlled by the same switch as the fan motor, provides positive protection against drafts.

**Mail Coupon for 1955 Catalog**

Every requirement in home ventilation is represented in the complete BROAN line of Wall and Ceiling fans... and also fan-type electric heaters.

**BROAN MFG. CO., INC.**

1679 N. Water St. • Milwaukee 2, Wis.

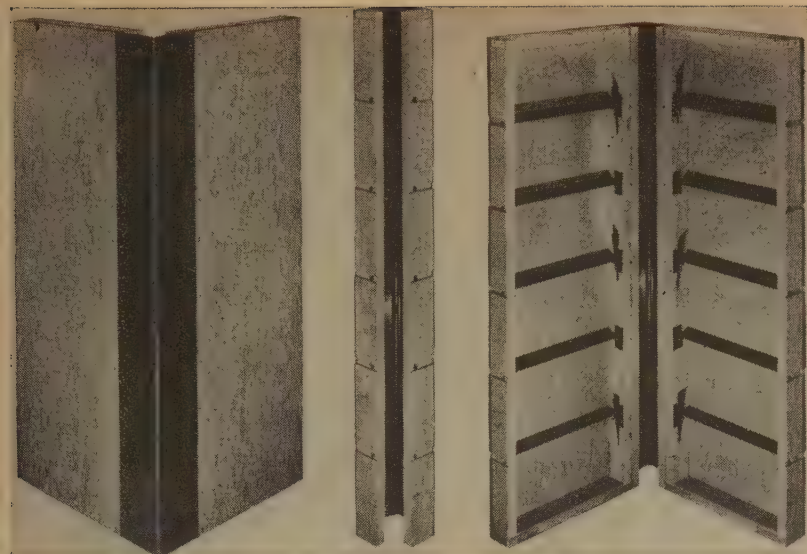
Please mail a free copy of the 1955 Broan Exhaust Fan Catalog to

Name .....

Address .....

City ..... State .....





## New Plastic Forms

A new addition to the Symons Forming System is a Plastic Corner Form. It is less than  $\frac{1}{2}$  the weight of a comparable steel corner and  $\frac{1}{3}$  lighter than a plywood corner. This new type corner is easy to strip and extremely durable. It leaves a very smooth finish and the material does not chip or scuff at the edges. Formed on a  $\frac{3}{4}$ " radius it leaves an attractive curved corner.

Symons Forms can be rented with purchase option—rental charges apply on the purchase price, during a 60 day period. Send for Catalog F-10 which describes and illustrates the Symons Forming System.

SYMONS CLAMP & MFG. CO., 4277 Diversey Avenue, Dept. E5, Chicago 39, Illinois



All-magnesium panels and plywood faced panels in magnesium frames were used on the above job. The two kinds of forms are interchangeable.

## WORKMEN PREFER MAG-FORMS

**Lightweight and Easy Stripping**  
**Make Symons Magnesium Forms Decided Favorites**

- Absolutely accurate, no swelling or shrinking
- Do not rust
- Less than 3 lbs. per sq. ft.
- Rentals apply on purchase

Symons magnesium panels give longer service life, require less time to assemble, and do a better and more satisfactory job. Because magnesium does not absorb water, the panels remain accurate in shape and size. Use of a crowbar is not necessary for stripping . . . these lightweight forms pull back easily by hand. Panels are 2' wide and 4', 6', 7' and 8' long. Panels may be rented with purchase option.

SYMONS CLAMP AND MANUFACTURING COMPANY  
 4277 Diversey Avenue, Dept. E-5, Chicago 39, Illinois

Please send catalog and prices on Symons Magnesium Forms.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

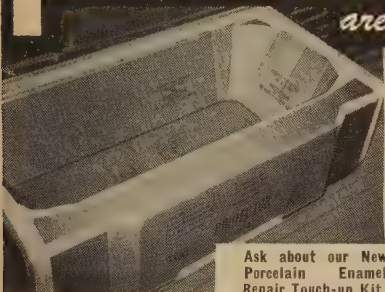
Zone \_\_\_\_\_ State \_\_\_\_\_



**Symons** CLAMP and MFG. CO.

NOW America's Finest Protection Devices . . .

## PROTECTUB Covers are 3 Ways Better



Ask about our New Porcelain Enamel Repair Touch-up Kit. Permanent repair above and below waterline.

If not available at your wholesaler, write Dept. HH  
 PROTECTUB INC., 71 Ludlow St., N. Y. 2, N. Y.

for preventing damage after installations

- 1. PROTECTUB Deluxe** NEW IMPROVED COVERS are made of specially tough corrugated boxboard with exclusively processed top liner that is water repellent and damage resistant. Installs and removes in minutes.
- 2. COATATUB** Low Cost Black Liquid Vinyl Plastic applied with whitewash brush—peels off. Comes in gallons and drums.
- 3. ALUM-A-COAT** The new blue plastic coating for the Protection of ALUMINUM PRIME WINDOWS—GLASS and smooth Ceramic surfaces, also Stainless Steel. Made to dry to a tough flexible film when applied either by brushing or spraying on. Peels off readily at completion of construction work. Comes in one and 5 gal. cans and 55 gal. drums.

## Are You Changing Your Address?

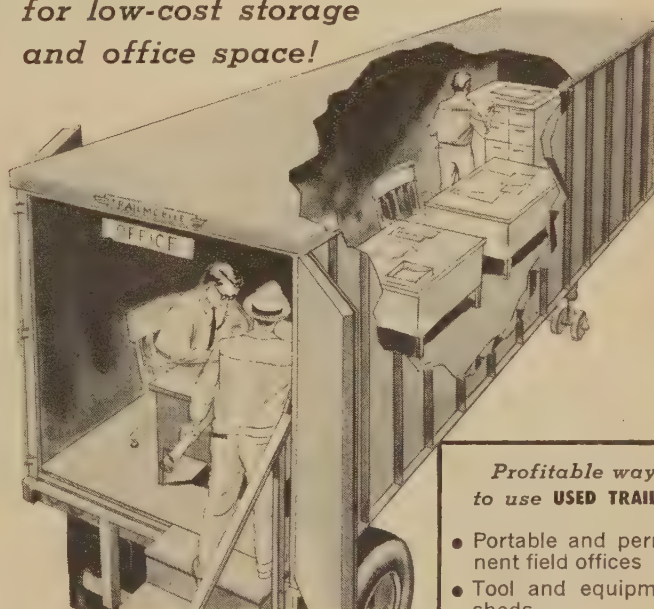
If so, please tell us at your earliest convenience so that you may continue to receive copies without delay.

To expedite the change kindly send the old address as well as the new to:

**house & home**

540 North Michigan Avenue, Chicago 11, Ill.

Nothing beats a **USED TRAILER** for low-cost storage and office space!



**Profitable ways to use USED TRAILERS**

- Portable and permanent field offices
- Tool and equipment sheds
- Parts storage
- Employee shelters, lockers, sleeping quarters
- Workshop, First-aid, Chuck Wagon
- Transport of heavy equipment

Save material and man hours with good, sound used trailers for storage and office space. Weatherproof, convenient, mobile! Cut pilferage losses. Your Trailmobile branch has a big selection at low prices. Call today. Just consult yellow pages of phone directory for address and phone number. Or, write Trailmobile, Inc. Dep't HH, Cincinnati 9, Ohio.

The Trend is to **TRAILMOBILE**

CINCINNATI 9, OHIO  
 BERKELEY 10, CALIF.



## WHY TAKE CHANCES?



### CHAPCO ADHESIVES ASSURE YOU A PERMANENT BOND!

It's not enough just to put good tile in the homes you build... make sure the adhesive you put behind the tile will give an absolute permanent bond. CHAPCO Adhesives have proven their ability to do a better job on thousands of installations. Professional tile contractors all over the country have used CHAPCO exclusively for years. On your next group of homes... use CHAPCO adhesives and prove to yourself that they surpass on every count! Your buyers will be glad you did!

- Porcelain Tile Adhesive No. 300 (White grouting type)
- DURA-WITE White Resin Mastic No. 301 (for Plastic or Metal Tile, grouting type)
- DURA-TITE Natural Color Resin Mastic No. 302 (for Plastic or Metal Tile)
- FASTIK Rubber Tile Adhesive
- FASTIK Vinyl Tile Adhesive
- Putty and caulking compounds



Conforms to  
U. S. Standards  
Tests CS 168-50

#### BUILDERS! ARCHITECTS! DISTRIBUTORS!

Write today for more information on CHAPCO Adhesives. Ask for report on tests by Independent Chemical Engineers proving CHAPCO superiority.



**CHICAGO ADHESIVE PRODUCTS CO.**  
815 E. 93rd St., Chicago, Ill.  
CANADIAN BRANCH — LONDON, ONTARIO

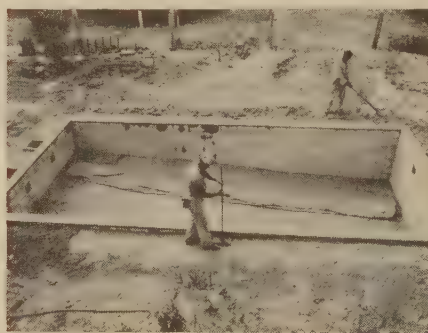
## NEW PRODUCTS *continued from p. 332*

*For further details, check numbered coupon, p. 366*



#### **z. PLASTIC SWIMMING POOL is supported by concrete or cinder-block walls**

Another low-cost answer to the swimming pool demand has appeared in the shape of a big (up to 20' x 40') plastic bag, the *Bilnor* pool liner. Formed of *Krene*, the 20-ga. one-piece liner is draped over a rectangle formed by inexpensive block walls, and connected to a drain. Planks at the pool's edge, and the embedded edge of the plastic, hold the liner in place. The undisturbed earth forms the



**Sloping bottom** ranges from 3' to 8' deep, varying with different size pools. Liner is turned over top, then secured.



**Pressure** of water in pool holds plastic liner snug against block framework. Openings at end are for lighting.

pool floor, and there is no water seepage through the liner.

Where a filtering system is used, a return vent can also be provided, by cutting the plastic and inserting the proper fitting. Where night lighting is desired, *Bilnor* inserts panels of clear plastic in the walls of the liner, so that the pool can be lit from beneath. The liner is resistant to abrasion as well as tearing and cracking, and oils; grease or chlorine purifiers have no effect

*continued on p. 340*

You owe it to yourself... to know the important points of difference between Arcadia and other types of sliding glass doors. Spend just a few minutes with Arcadia's new 1955 catalog and decide for yourself. See it in Sweet's—phone your Arcadia distributor—or wire us collect for prompt action.

*there's more to*

**arcadia**

*sliding glass doors*

*than meets the eye!*

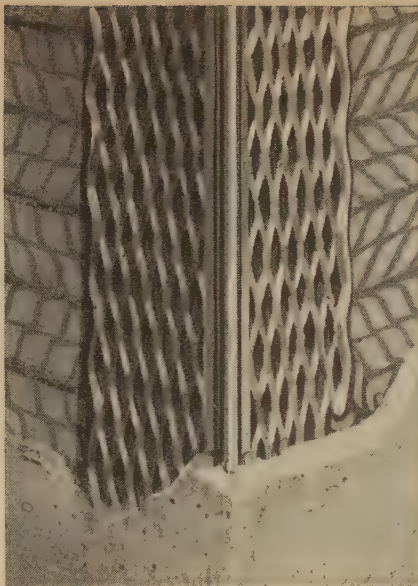


**ARCADIA METAL PRODUCTS • ARCADIA, CALIF.**  
National member Producers' Council, Inc. and Natl. Assn. Home Builders. Also member Home Builders Institute and Building Contractors Assn.





**ALWAYS A GOOD SELLING POINT IS SAFE, ADEQUATE WIRING.** Design for adequacy. Then protect the wiring and structure with Republic ELECTRUNIT E.M.T., the original lightweight electrical raceway. It is easy and economical to install. It is galvanized to resist rust. It provides a modern pull-in, pull-out grounded safe steel raceway system. It's a quality feature.



**PROTECTION AGAINST WALL AND CORNER CRACKS.** That's a real selling feature, too. And it is assured when you use Truscon Metal Lath, Corner Beads and Accessories. They are approved by all building codes and accepted by plastering contractors. They increase fire-resistance, too.



# BUILDING PRODUCTS

Steel in housing means quality in housing. It adds the interest that often turns "lookers" into "buyers." It brings a new kind of convenience, because steel never shrinks, warps, swells or rots. It increases fire protection. It helps protect resale values. And *it is competitive in price*—can actually be lower in many cases in life-of-the-house cost.

Republic Steel Building Products can help you build housing with all these advantages. Can help you make sales by affording the features that home owners want,

are looking for, will buy.

Plan now for greater salability tomorrow. Plan to provide the quality and performance of Republic Steel Building Products. Count on steel's strength and durability plus Republic's quality fabrication to help you live up to your warranty.

Your local distributors and jobbers carry Republic products in stock. Mail the coupon for full details and the name of your nearest source.

## REPUBLIC STEEL

*World's Widest Range  
of Standard Steels and Steel Products*

REPUBLIC STEEL CORPORATION,  
3122 East 45th Street,  
Cleveland 27, Ohio.



Please send me more information on:

- |  |   |
|--|---|
| <input type="checkbox"/> Truscon® Steel Interior Doors | <input type="checkbox"/> ELECTRUNIT® E.M.T. |
| <input type="checkbox"/> Republic Steel Kitchens       | <input type="checkbox"/> Truscon Metal Lath |

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

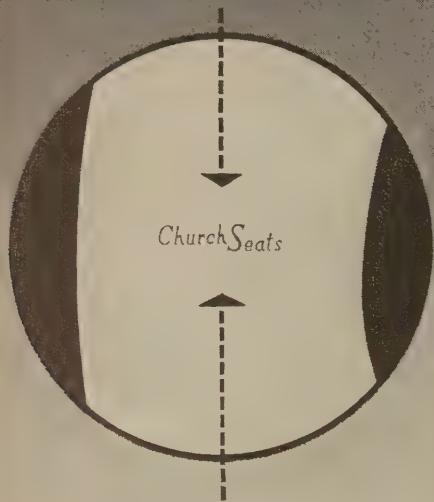
Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

K 8344-B



Look for this mark



— your customers will!

Today's home-buyer is quality minded. He has an eye out for everything he can recognize as evidence of quality in your houses.

There are a lot of things about a house he has to take on faith. But a Church Seat in the bathroom is recognized instantly — because it is known to millions through years of national advertising as "the best seat in the house."

Equally important, its presence is just naturally accepted as evidence of quality in everything around it.

The No. 840 Church Regal Seat shown here is only one of a wide range of styles and colors available . . . at better plumbing stores everywhere.



The complete line for every type of installation.

**Church Seats**

"THE BEST SEAT IN THE HOUSE" ®

C. F. CHURCH MFG. CO., HOLYOKE, MASS.

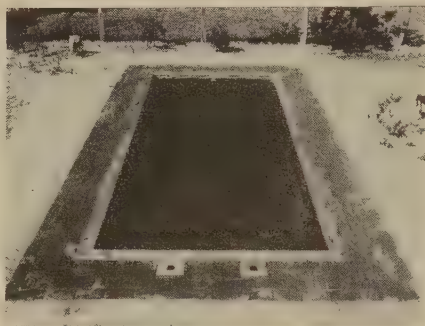
Division of AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

Serving home and industry:

AMERICAN STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS

## NEW PRODUCTS *continued from p. 336*

For further details, check numbered coupon, p. 366



on it. The pool is left filled throughout the year, so that the water can compensate for frost pressure. Cleaning is a simple soap-and-water operation.

**Price:** 12' x 27', \$325 (shipping weight 112 lb.); 16' x 32', \$570 (162 lb.); 20' x 40', \$850 (245 lb.)

**Manufacturer:** Lin-O-Plast Corp.  
300 Morgan Ave.  
Brooklyn 11, N.Y.

### aa. TRENCHER hooks to tractor power, digs trenches up to 5' deep

Building foundations, water and gas mains, and hundreds of digging jobs can be handled by the *Everett Trencher*, hooked to the power take-off of any *Ford* or *Ferguson* tractor. Routing out a 12"-18" trench, the unit will burrow as deep as 5' at a claimed cost of less than 1¢ per lin. ft.

Depth is hydraulically controlled from the operator's seat, as well as digging speed. With the trencher mounted, over-all length



is 16'-3", with 14" of road clearance. Where obstacles are present, the unit can operate within 36" of the object.

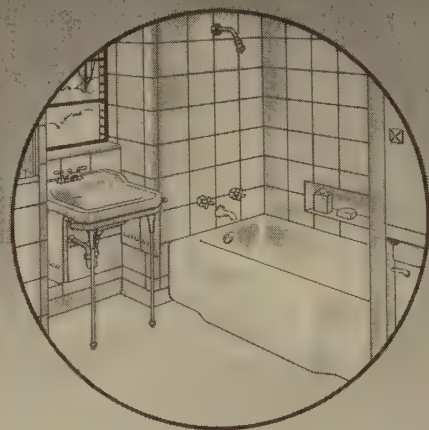
The trencher is as mobile as the tractor itself, and can be driven up inclines or over curbs right to the job. The high road clearance permits it to be loaded easily on tilt-bed trailers.

**Price:** \$3,600 F.O.B. Los Angeles

**Manufacturer:** Earth Equipment Corp.  
2036 Sacramento St.  
Los Angeles 21, Calif.

*continued on p. 346*

Bright and beautiful way to



make small bathrooms seem larger

**CHURCH Royalton** — 8½" x 8½" plastic wall tile in gorgeous colors — actually makes small rooms seem larger, gives any size room a look of luxury!

Crack-proof, chip-proof, so tough you can hit it with a hammer, Church Tile stays beautiful always with just the swish of a damp cloth; will enhance the value of your houses by many times the cost of installation.

### Cuts down site labor, too

Because each Church Royalton Tile covers *four times the area* of ordinary tiles, installation is quick, easy, cuts labor costs on the job.

Church Tile comes in 26 decorator approved colors; also in 4¼" x 8½" and conventional 4¼" x 4¼" styles. See it at your floor covering suppliers — or write us for colorful free illustrated brochure



The name **CHURCH** on any product stamps it beyond question as the best.

**Church Tile**  
PLASTIC WALL

C. F. CHURCH MFG. CO., HOLYOKE, MASS.

Division of AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

Serving home and industry:

AMERICAN STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS



No tile bathroom  
or kitchen is ever  
*Complete*  
without  
Mosaic *All-Tile*  
Accessories!

"Quick-Set" Line illustrated



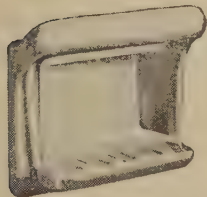
ALL-TILE SQUARE TOWEL BARS AND BRACKETS BA-752



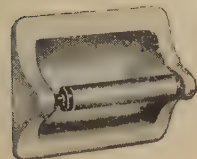
SOAP HOLDER BA-768



TUMBLER & TOOTHBRUSH  
HOLDER BA-770



DUPLEX SOAP & GRAB  
BA-776



PAPER HOLDER BA-777



**Often it's the little things that sell houses**

Mosaic All-Tile Accessories really *complete* your Mosaic tile installations in kitchens, bathrooms and utility rooms. They form a basic part of the tile installation. They are easy to clean, rustproof, strong. Color-matched to the wall tile. Their permanently colorful beauty makes an impression few home buyers can resist.

Mosaic All-Tile Accessories are made of the same material as Mosaic glazed wall tile, in all Harmonitone Satin-matt and Bright Glaze tile *matching* colors. The complete line of Mosaic All-Tile Accessories, for either conventional or thin-set installation, is described in Mosaic Bulletin No. 173. Send for your copy today. Better yet, visit your Tile Contractor's Showroom or the Mosaic Showroom near you and see these beautiful All-Tile Accessories on display. Inspect, also, the *only complete* line of ceramic floor and wall tile . . . Mosaic!

Whether you build single units or develop large tracts, your customers will be better satisfied with Mosaic ceramic tile and Mosaic All-Tile Accessories in your homes. For helpful Mosaic Tile literature, write The Mosaic Tile Company, Dept. 29-28, Zanesville, Ohio.

**THE MOSAIC TILE COMPANY**

*America's largest manufacturer of ceramic floor and wall tile*

*Factories, Warehouses, Showrooms from Coast to Coast . . .*

WAREHOUSES & SHOWROOMS: Atlanta, Baltimore, Boston, Chicago, Dallas, Denver, Detroit, Fresno, Greensboro, Hartford, Hempstead, L.I., N.Y., Hollywood, Little Rock, Miami, Minneapolis, New Orleans, North Hollywood, Philadelphia, Portland, Rosemead, Calif., Salt Lake City, San Francisco, Seattle, Tampa, Washington, D.C., Zanesville. SHOWROOM: New York. REPRESENTATIVES: Buffalo, Cincinnati, Kansas City, Milwaukee, Pittsburgh, St. Louis. FACTORIES: Zanesville & Ironton, Ohio, Matawan, N.J., Little Rock, Ark., Corona & El Segundo, Calif.

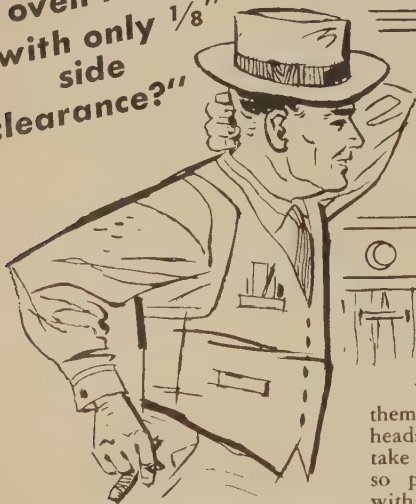
For Free Estimates  
on MOSAIC Tile,  
see your phone book  
for the name  
of Your Tile  
Contractor  
(Ceramic)

Member—Tile Council of America and The Producers' Council, Inc.  
Over 4000 Tile Contractors to serve you

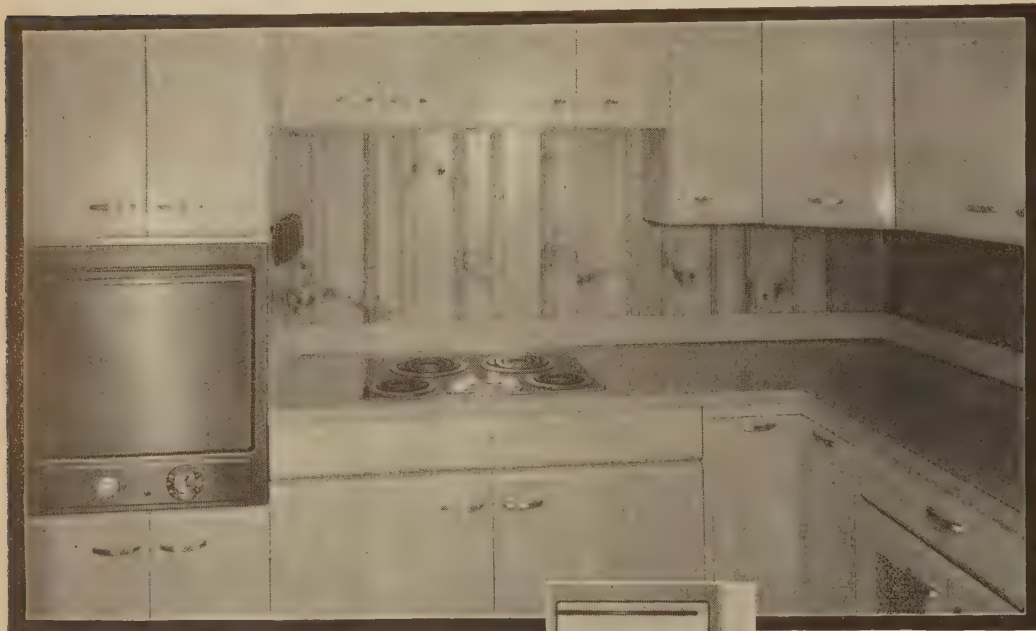


"You mean I can insert  
an oven in a WOOD cabinet  
with only  $\frac{1}{8}$ "  
side  
clearance?"

"Yes, with Perfect  
Safety—If the  
oven's a  
STIGLITZ  
Infra-Aire!"



Your customers *want* built-in ranges — many of them want wood kitchen cabinets — but the installation headache is *your* baby — not theirs. To relieve this pain, take a look at Stiglitz Infra-Aire Insert ovens. They are so perfectly insulated you can insert them in wood with *perfect safety* with only  $\frac{1}{8}$ " side clearance and  $\frac{1}{2}$ " top clearance — Underwriters Approved!

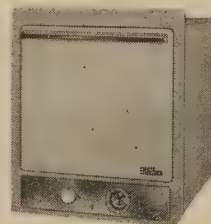


## STIGLITZ INFRA-AIRE BUILT-IN RANGES

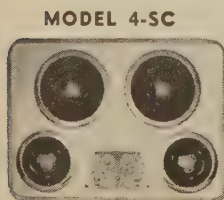
The Stiglitz line offers many other quality features not found in competitive models. For example, a cooking top requiring only 3" depth, allowing full use of top drawer. This feature alone can mean higher appraisals for you.



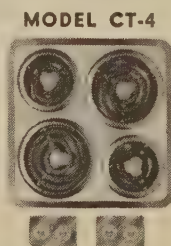
STACK-ON OVEN



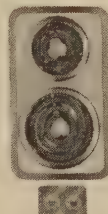
INSERT OVEN



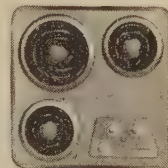
MODEL 4-SC



MODEL CT-4



MODEL CT-2



MODEL 3-SC

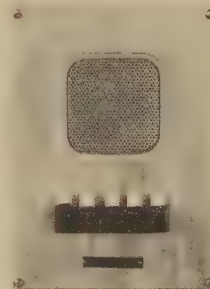
Also Available, Griddle Model G-900

THE **Stiglitz** CORPORATION  
2007 PORTLAND AVE.,  
Louisville 3, Kentucky

Stiglitz has a builder's  
program that makes real  
sense. Write today to  
Dept. H for full details.

## NEW PRODUCTS *continued from p. 340*

For further details, check numbered coupon, p. 366



### bb. INTERCOM SYSTEM provides instant access to any room, front or back doors

Two-way communication from any selected location (up to 11 are possible) brings any room as close as the nearest *Talk-O* speaker. Doors can be answered from the kitchen or bedrooms, children can be kept track of no matter where they are.

The system is self powered, using standard portable radio batteries, and is not dependent on the house electrical system. From the master station, any other remote station is reached by depressing a button. The amplifier steps up the volume, but consumes no battery current when it is not in use, so batteries last as long as two years. Low-voltage cable connects all stations to the amplifier, eliminating any danger of fire or shock. No electrical inspection of the system is required.

Both master and remote stations are available in desk models or flush mounting recessed units. Mounting frames and color coded wiring are included to simplify installation.

The spread-out floor plan of the one-floor house often makes the answering of doors and the supervision of the house into real "roadwork." *Talk-O's* chief appeal will be to the house buyer who wants to put this running into the hands of modern electronics.

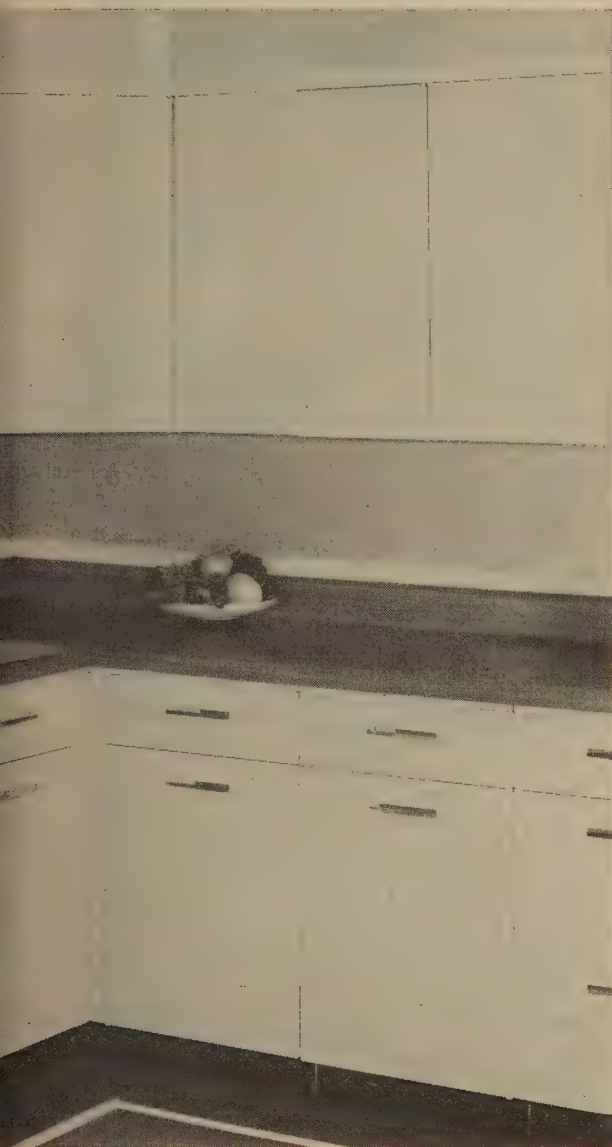
**Price:** Two masters, and two remotes, \$135

**Manufacturer:** Rochester Scientific Co.  
38 Scio St.  
Rochester 1, N. Y.



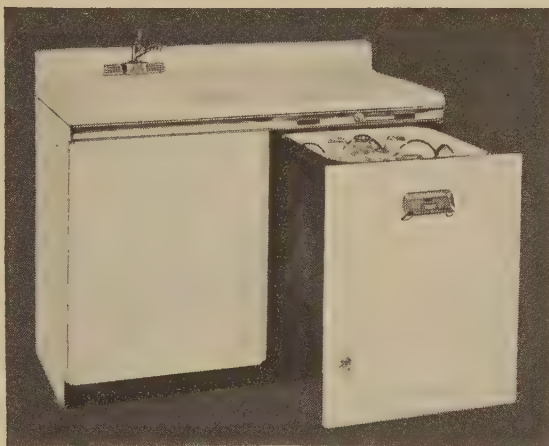
# SIGHT!...INSTALL THE BEST! Disposers...Cabinets

*for easy, low-cost installation!*



**G-E All-Steel Cabinets.**

Designed specifically to match G-E Appliances, and available in the 5 Mix-or-Match colors for wide decorating possibilities. Sturdy, lifetime construction. Gives your kitchens a matching harmony of color and line that will delight your prospects!



#### **New, custom-model dishwasher-sink.**

G. E.'s Dishwasher-Sink will make any kitchen more attractive to prospects. Offers convenience of automatic dishwashing... beauty of a well-styled cabinet. White porcelain enamel of sink and drainboard is easy to clean... resists staining.

Equipped with a built-in pump... is pre-wired... as well as pre-plumbed for quick, easy, single-trap installation. It's as easy to install as any standard kitchen sink... yet will increase the value of any house.



#### **G-E Disposall®—two new models**

**Custom Model FA-4.** With famous G-E safety Twistop control which operates a built-in switch. No separate wall switch needed. Also available in Model FA-45, which is two inches shorter. Five-year written warranty.

**Low-cost deluxe model FC-40.** Big capacity. Continuous feed. Quick, easy installation. Removable plug for dishwasher drain connection. Top-quality G-E engineering, inside and out.

Be sure to get the NEW, COMPETITIVE PRICES for these appliances! Call your G-E distributor for details, or write General Electric Company, Dishwasher & Disposall Department, Appliance Park, Louisville 1, Kentucky.

Please send me information about the products checked:

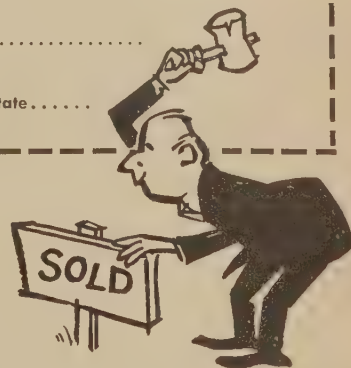
☐ Dishwashers ☐ Disposers ☐ Cabinets ☐ Color Kitchens

Name.....

Company.....

Street.....City.....Zone.....State.....

**GENERAL  ELECTRIC**





Cut your costs of  
**FLOOR and CEILING**  
framing, and speed up  
the job, with **TECO**

## Trip-L-Grip

### FRAMING ANCHORS

*Better, more economical  
than strap hangers or  
ledgers*



**FLOOR JOISTS TO BEAMS**—There is no better floor joist support than Trip-L-Grip. Notching or shimming of uneven joists to fit fixed depth joist hangers is avoided. No notching over ledgers is needed. Shrinkage effects are minimized. Floors are automatically leveled.

**CEILING JOISTS TO BEAMS OR TRUSSES**—The use of Trip-L-Grips to support ceiling loads, when joined to beams or truss chords, is simple, quick and strong. A flush, unobstructed under-surface is obtained. Anchors may be applied to joists on the ground for quick, easy placement. Trip-L-Grips tie roofs down tightly.

**TECO Trip-L-Grip** framing anchors are manufactured of 18 gauge, zinc coated, sheet steel, in three types — each with a right and left. Special Trip-L-Grip nails are included with the anchors.

**SEND TODAY** for complete information on Trip-L-Grips and their many uses in wood framing.

HH-554

**TIMBER ENGINEERING COMPANY**  
1319 18th St., N.W., Washington 6, D. C.

Please send **FREE** literature on **TECO Trip-L-Grip** Framing Anchors and their uses in floor, ceiling, and other-wood framing.

Name.....

Company.....

Street.....

City.....Zone.....State.....

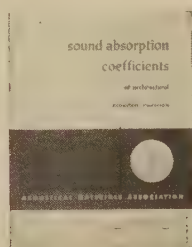
## TECHNICAL PUBLICATIONS

**195. WIRING. Residential Load Centers.** General Electric Co., Trumbull Components Dept., Dept. HH, Plainville, Conn. 12 pp. 8½" x 11"

Circuit breaker load centers for residential and light commercial use. Product features and applications as well as data on ratings, specifications, wiring diagrams and dimensions.

**196. HEATING. Electric Radiant Heating.** General Electric Co., Construction Materials Div., Dept. HH, Bridgeport 2, Conn. 4 pp. 8½" x 11"

The whys and hows of electric heating (Jan. issue) with GE's radiant heating cable. Various cable lengths are rated in watts.



**197. ACOUSTICS. Sound Absorption Coefficients.** Acoustical Materials Assn., Dept. HH, 59 E. 55th St., New York 22, N.Y. 22 pp. 8½" x 11". 50¢ ea.

A valuable technical manual, including summary tables for materials, produced by members of the association. Noise reduction coefficients, types of mounting, flame ratings, etc.

**198. STANDARDS. American Standards, 1955 Edition.** American Standards Assn., Dept. HH, 70 E. 45th St., New York 17, N.Y. 48 pp. 8½" x 11"

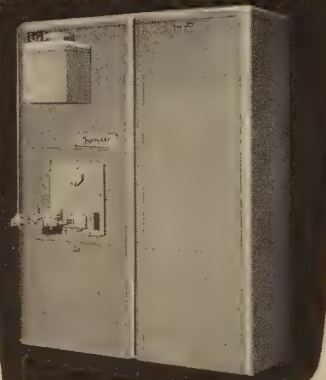
Listing and indexing of almost 1,500 standards for material and products, many of them in the construction field. Not bedtime reading, but an invaluable reference work.

**199. PREFABRICATION. Marketing Handbook for Prefabricated Housing Industry** by Glenn H. Beyer and James W. Partner. Research Publication No. 2, School of Business and Public Administration, Cornell University, Ithaca, N.Y. \$1.25

This slim handbook was developed by Cornell University to help prefabrication manufacturers and dealers solve some of their distribution and sales problems. Its 12 sections include such subjects as analyzing the consumer market, establishing marketing and distribution policies, statements about sales organizations, and sales and advertising methods. While the subject matter is somewhat elementary for established prefabrication firms, much here will be of value to the many new prefabricators who have been in the business only two or three years.

*continued on p. 354*

## Majestic Air Conditioners



*matched*  
**COMPLETE**  
**AIR CONDITIONING**  
for

**WINTER and Summer**

*Sensational NEW  
Automatic Control*

Majestic research has developed a new, interlocking control for year-around air conditioning systems that **COMPLETELY SOLVES** the rehumidification problem — a problem found in many home conditioning systems. Don't settle on any system until you have full details on this amazing control!

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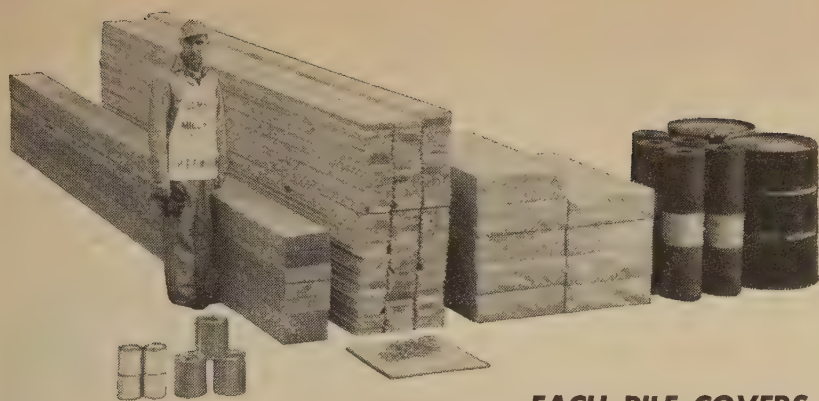
**sells homes**

**YEAR-AROUND** air conditioning helps sell homes faster! With Majestic's compact *twin units*, as small as 22" square at the base, you can offer this modern feature in even the smallest homes. Or, at a low initial cost, you can offer homes designed for "heating now, cooling later" with a minimum expense for extra duct-work. Twin units are available in both upflow and counterflow models. Get full details from your dealer on Majestic's complete line of gas or oil furnaces—from 76,000 to 400,000 BTU capacity—and matching refrigeration units. AGA approved and UL listed equipment.

See your dealer or write

**The Majestic Co., Inc.**  
416 Erie Street  
Huntington Indiana

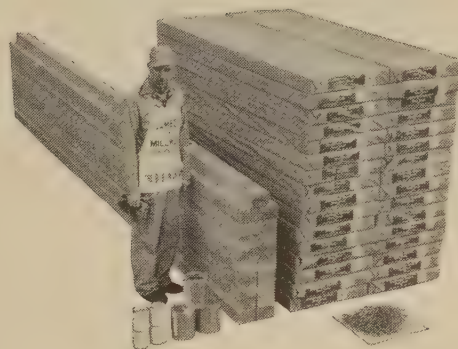




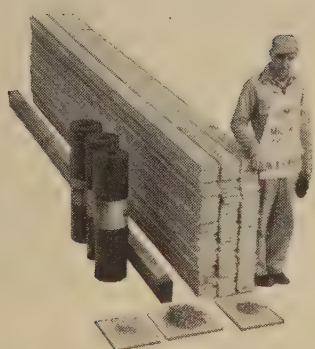
**Old-fashioned way.** One look at this bulky pile reminds you how time-consuming a conventional roof job can be. Temlok Roof Deck combines all these materials into one easy-to-handle board; practically no waste.

**EACH PILE COVERS 1,000 SQ. FT. OF ROOF AREA**

**New Temlok way.** The compact pile of packaged Temlok not only gives you 1,000 sq. ft. of durable roof deck, but also complete roof insulation, foolproof vapor barrier, and a finished ceiling on exposed beams.



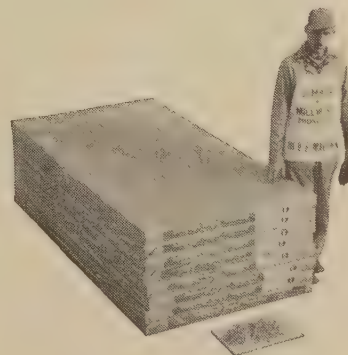
# with TEMLOK



**Old-fashioned way.** Handling loose lumber off the truck, on the pile, up the scaffold eats up time. You also do more sawing, fitting, nailing. And with 20% waste, you pay for material you never actually use.

**EACH PILE COVERS 1,000 SQ. FT. OF WALL AREA**

**New Temlok way.** Each 4' x 8' x  $\frac{25}{32}$ " board covers 32 sq. ft. of wall area. There's little cutting, trimming, and fitting . . . practically no waste. Temlok's repellent Rain-Shield\* finish doesn't gum up saws and hands.



For full details on how to cut your handling costs with Armstrong Temlok building products, see your Armstrong lumber dealer or write Armstrong Cork Company, 3705 Sixth Street, Lancaster, Pennsylvania.

\* Trade-Mark

## Armstrong TEMLOK . . . house . . . after house

SHEATHING • ROOF DECK • INTERIOR FINISH



# \$1000<sup>00</sup>

\$1000.00 worth of EXTRA floor space in every home you build. . . . Save 90 sq. ft. wasted storing doors.



figure it out —

A conventional door requires about 9 square feet of floor space — at about \$12 a square foot. With WARREN FOLDING DOORS, you can eliminate this wasted space.

Compare the Cost

No precise fitting necessary — no mouldings or hinges are needed. WARREN FOLDING DOORS slide on an overhead track easily installed in less than ½ hour. In new construction, the track can be built in.

Compare the Quality

Warren Folding Doors are fashioned from 7/8" wide basswood slats tightly woven with heavy seine cord. Sturdy moulding members are attached to the ends. If desired, both ends may be left unattached, leaving the door "free swinging."

SMART HOMEMAKERS are looking for homes with more "elbow-room." And Warren Folding Doors provide them with that extra space by keeping corners open . . . for a dressing table . . . another chair . . . a desk . . . or a favorite decorating scheme.



Top home construction companies such as Bruce Construction in Minneapolis have recognized this need and install Warren Folding Doors in their attractive homes.

#### THREE SHIPPING POINTS

Write today to one of the Warren plants, strategically located across the country to give you better service, reduced transportation costs. Ask for information about "Extra Space for Living" with Warren Folding Doors.



**WARREN SHADE CO., INC.**

2905 E. Hennepin—Minneapolis, Minn.  
173 Union Street—Worcester, Mass.  
917 Branstetter Road—San Carlos, Calif.

## TECHNICAL PUBLICATIONS

*continued from p. 350*

**200. PLUMBING. Stainless Steel Sinks.** Elkay Mfg. Co., Dept. HH, 1874 S. 54th St., Chicago 50, Ill. 12 pp. 8½" x 11"

The complete line of this gleaming metal kitchen furniture, including the new sit-down models. Dimensions, specifications and photographs.

**201. DESIGN. Advanced Design With Asbestos Siding.** Asbestos Cement Products Assn., Dept. HH, 509 Madison Ave., New York 22, N.Y. 16 pp. 8½" x 11"

Six original houses, by leading architects, complete with floor plans and elevations. All are contemporary, and show how different forms of asbestos siding can be used in the modern idiom. Further information may be obtained from the architects concerned.

**202. FIREPLACES. Book of Successful Fireplaces.** Donley Brothers Co., Dept. HH, 13968 Miles Ave., Cleveland 5, Ohio. 80 pp. 8½" x 11". 75¢ ea.

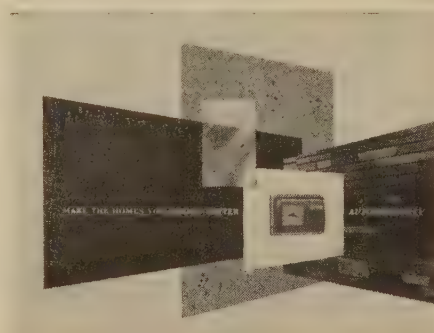
The 16th edition of Donley's definitive work on fireplaces. Over 300 photos, plans and drawings, as well as an outline of fireplace history. Whatever the question on fireplaces, from builder or buyer, the answer is here.

**203. TOOLS. New Ways to Make Money On Your Cutting Jobs.** DeWalt Power Tools, Dept. HH, Lancaster, Pa. 16 pp. 8½" x 11"

Woodworking machinery from the viewpoint of management, the investor of capital. Time-motion-study photographs describe modern high-speed production methods, and the final portion of the booklet is devoted to complete specifications and features of DeWalt's radial-arm woodworking equipment.

**204. HEATING. Comfortmakers.** American Furnace Co., Dept. HH, 1700 Hampton, St. Louis 10, Mo. 4 pp. 8½" x 11"

Combination heating and cooling systems. Photos and explanations of all components, dimensions and specifications.



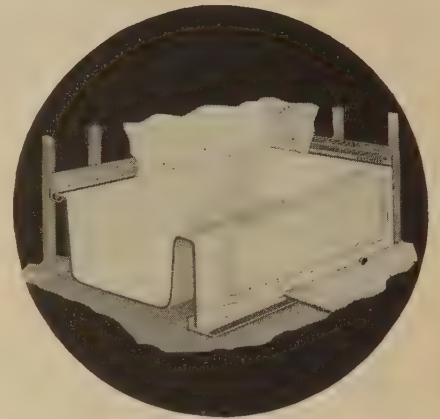
**205. HEATING. Automatic Controls.** General Controls, Dept. HH, 801 Allen Glen, Glendale, Calif. 16 pp. 8½" x 11"

Controlling mechanisms for every type of heating or air-conditioning system.

*continued on p. 358*

## EVEN THE BATHTUB

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**BUILT-IN**



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*Leakproof*  
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Hydraulic Blade Lift

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Front Axle, Power Circle Turn

and Hydraulically Controlled

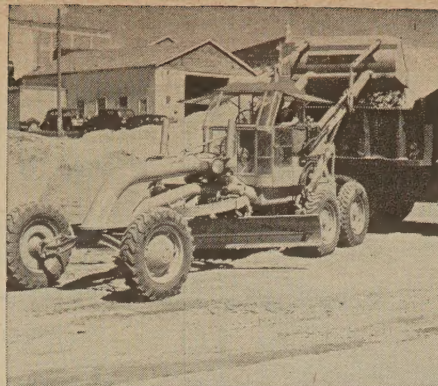
Shiftable Moldboard

**LET YOUR DEALER SHOW YOU**  
how the economical Model D can cut costs on a variety of jobs — or send for complete information.



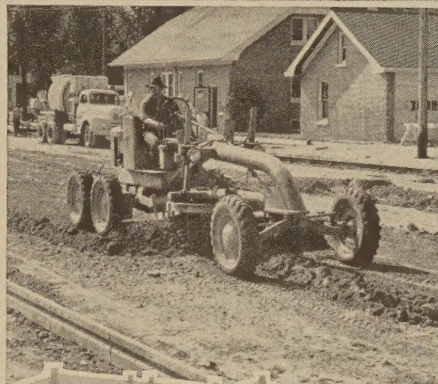
#### LOADS SNOW

with bucket or cleans it with blade or V-type plow to help keep winter building operations on schedule — provides year-round versatility.



#### LOADS OR TRANSPORTS

sand, gravel, cement, other bulk materials with  $\frac{5}{8}$ -yd rear-mounted hydraulic bucket. Dumping height of 8 ft,  $8\frac{1}{2}$  in. allows easy loading of high truck bodies.



#### ROUGH GRADES

for curbs, gutters; finish grades shoulders, sidewalks, between forms; cuts and cleans drainage ditches; removes weeds and brush.

#### HANDLES MAINTENANCE AND LIGHT CONSTRUCTION

on roads, streets, alleys, driveways; spreads rock; scarifies; cleans up on construction work. Excavates shallow for slab foundations.



#### BACKFILLS

ditches, trenches; packs and levels ground; loads excess dirt to trucks. Tandem drive and 8,800-lb weight provide plenty of traction when working in soft materials.



#### LANDSCAPES,

grades lawns, levels around houses. Maneuverability lets Model D work easily in narrow quarters.



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530 Oliver Bldg., Boston 9, Mass.

Please send me color card on Ranch House Hues.

## TECHNICAL PUBLICATIONS

continued from p. 354

**206. LIGHTING.** Light For Living. General Electric Corp. Lamp Div., Dept. HH, Nela Park, Cleveland 12, Ohio. 12 pp. 8 1/2" x 11"

The "light conditioning" story, the fundamentals of good lighting practice, applied to the activities of the home. The brochure, illustrated with drawings and photographs, intended for architects and homebuilders, demonstrates practical rewards of a greater investment in lighting in the new house.

**207. PLUMBING.** Submersible Pumps. Flint & Walling Mfg. Co., Inc., Dept HH, Kendallville, Ind. 4 pp. 8 1/2" x 11"

Pump selection charts for the noncentral water system. Specification tables are included.

**208. CONCRETE.** Lightweight Construction Systems. Zonolite Co., Dept. HH, 135 S. LaSalle St., Chicago 3, Ill. 16 pp. 8 1/2" x 11"

Uses, installation procedures and specifications for vermiculite products in lightweight construction, with a comparison of this lightweight material with basic aggregates. Fire tests and ratings for various types of structures are included.

**209. LIGHTING.** Architectural Lighting. The Kayline Co., Dept. HH, 2480 E. 22nd St., Cleveland 15, Ohio. 72 pp. 8 1/2" x 11"

Fixtures and detail drawings for throwing light on everything—except political predictions. All essential data for computing lighting needs in either fluorescent or incandescent units.

**210. DOCUMENTARY FILMS.** Radiant Baseboard Heating. Kritzer Radiant Coils, Inc., Dept. HH, 2901 Lawrence Ave., Chicago 25, Ill. 16 mm. Time: 20 min.

A black-and-white sound film explaining the uses, installation and merits of radiant baseboard heating.

**211. DOORS.** Flush Doors. Atlas Plywood Corp., Dept. HH, 1430 Statler Bldg., Boston 16, Mass. 4 pp. 8 1/2" x 11"

Fully illustrated, this bulletin shows grades, core construction, sizes and light specifications of Atlas doors.

**212. HARDWARE.** Soss Catalogue No. 50. Henry Soss & Co., Dept. HH, 5716 W. 96th St., Los Angeles 45, Calif. 36 pp. 8 1/2" x 11"

The complete catalogue of the Soss line of residential and commercial hinges, with detailed charts, specification and information on proper selection of hinges for every use.

continued on p. 366

## NEW PRODUCTS

(Advertisement)



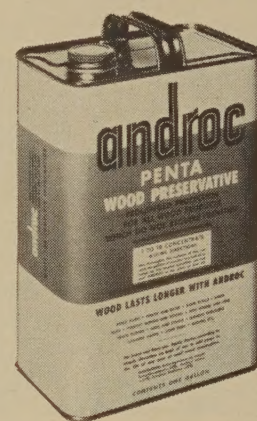
This lumber was buried 3" under the ground for 1 year. One-half was treated with Androc Wood Preservative. Note decay and rot on untreated half.

Good wood preservatives help make better buildings. Architects, builders and building owners are discovering that Androc is one of the very top preservatives for all wood products.

Once applied, Androc is invisible. Yet, it is a "hidden asset" much like footings which are not seen but certainly are necessary to sound construction.

A careful blending of 5% pentachlorophenol in Androc produces a preservative that gives deep protection against rot, decay, termites and other insects and also doubles as an excellent primer coat.

Androc is a sound safeguard against the hazards that sash, sill, door, floor, beam and joist face as the years take their toll. Androc is easy to apply. It may be used as a dip, spray or brush-on solution.



Androc Wood Preservative in new label is big factor in better construction.

The Androc line is complete with green label Penta Wood Preservative and red label Androc Water Repellent Wood Preservative. The straight preservative is non-paintable and a wonderful solution for the protection of fence posts, chicken houses, rafters, barns and all wood construction that will not be painted. Androc Water Repellent is a logical primer because it gives deep wood protection and undercoating.

The architect finds Androc allows him to exceed minimum building requirements with a simple, low cost application. Builders and contractors know that Androc does not increase labor costs and is another valuable sales feature in home construction.

Mortgage lenders, appraisers and the people who finance construction are interested in Androc's lasting protection for their investment.

Available in quart, gallon, 5 gallon and bulk quantities, Androc is both inexpensive and valuable.

Dealers and contractors can get Androc through this partial list of distributors:

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Bardwell-Robinson Co.—Fargo, N. D.  
Dakota Sash & Door—Fargo, N. D.  
Kelley-How-Thomson—Duluth, Minn.  
L. J. Ross Co.—East St. Louis, Ill.  
Lumberman's Supply Co.—Sioux Falls, S. D.  
Norris Wholesale Co.—Madison, Wis.  
Wisco Hdwe. Co.—Madison, Wis.  
The Yesss Co.—Denver, Colo.

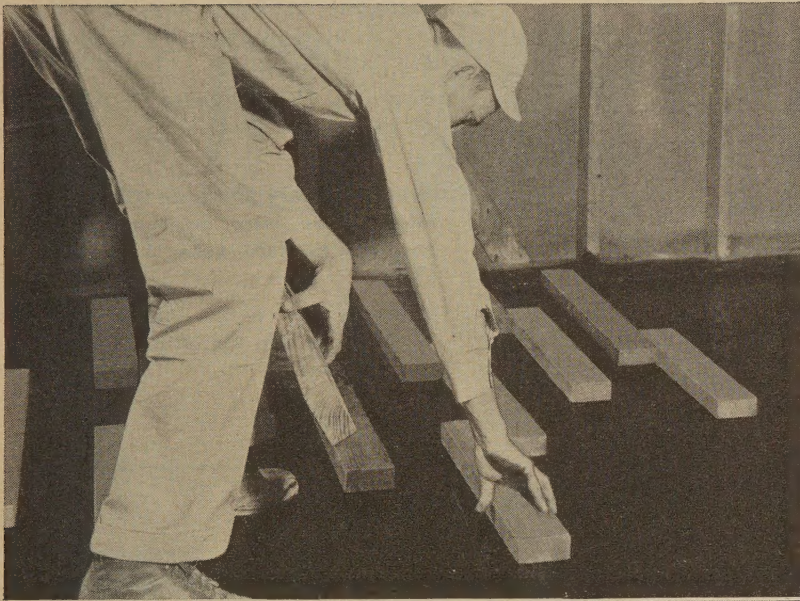
If there is no Androc distributor in your area, please write direct for literature, complete details and prices.

**Manufacturer:** Androc Chemical Co.  
Dept. H,  
7301 W. Lake St.  
Minneapolis 16, Minn.



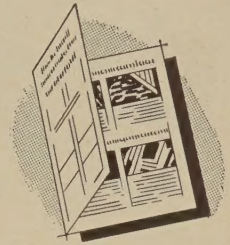
# STRIP OAK FLOORS OVER CONCRETE

**Low-cost installation method  
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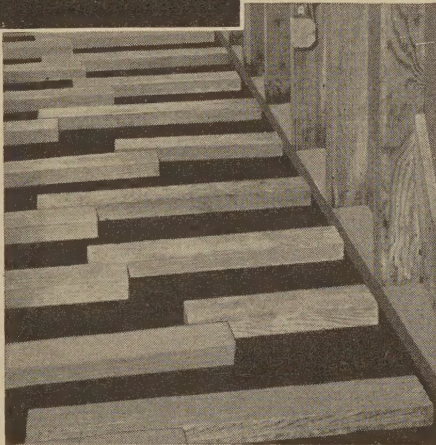
## **FREE MANUAL GIVES SIMPLE STEP-BY-STEP INSTRUCTIONS**

If you're building homes on concrete slab foundations, send for this free Oak Flooring installation manual. It shows you how to use the "screeds-in-mastic" method for laying strip Oak Flooring over concrete without the expense of a wood subfloor.



Builders throughout the country are using this fully-approved, economical method to give even lowest-cost homes the unequalled sales appeal of Oak Flooring. It may be used with any approved type of slab construction. No special tools are necessary. Carpenters or floor layers can do the job quickly, easily and successfully . . . without any previous experience.

Short lengths of 2x4 screeds are laid in an asphalt mastic which anchors them to the slab. Strip Oak Flooring is nailed to the screeds. Sanding and finishing follow in the usual manner . . . or prefinished flooring may be used.



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More than 8 out of 10 home buyers, builders and architects prefer Oak Floors for their unmatched beauty, lifetime durability and easy maintenance. For slab foundation homes Oak Floors have these additional advantages that increase salability:

Oak Floors have high insulating value . . . prevent costly heat loss through the concrete slab.

Oak Floors have natural resilience that counteracts the uncomfortable hardness of concrete.

You know you're right when you specify Oak Floors for slab-on-ground construction.



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*Please send a copy of "How To Install Hardwood Strip  
Floors Over Concrete Slabs"*

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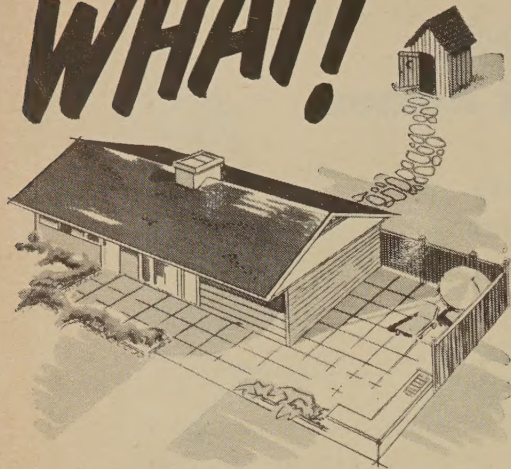
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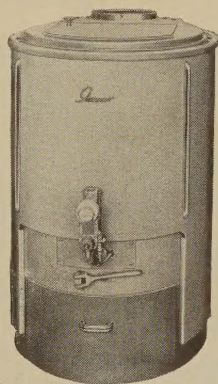


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You can claim this powerful selling advantage by featuring Incineror in the homes you build. It's a must in homes with automatic heat.

Put this low-cost sales tool to work now. Choose from a complete line of dependable, trouble-free Incineror models. Incineror is A.G.A. approved for use with natural, manufactured, mixed or LP gases.



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## TECHNICAL PUBLICATIONS *continued from p. 358*

**213. TRUSSES.** Teco Products and Services, and Timber Fabrication and Assembly. Timber Engineering Co., Dept. HH, 1319 18th St., N.W., Washington 6, D.C. 12 pp. ea. 8½" x 11"

A catalogue of the various Teco connectors with specifications for light and heavy wood structures, plus a list of sources of truss manufacturers. The second brochure describes and illustrates both preassembly and prefabrication of wood trusses and framing, with proper erection procedures.

**214. HEATING.** What Every Home Owner Should Know. The Trane Co., Dept. HH, La Crosse, Wis. 24 pp. 6" x 9"

Heating principles, with special emphasis on hot-water radiant baseboard systems.

**215. BUILDING HARDWARE.** Logan Ornamental Iron. Logan Co., Dept. HH, 200 Cabel St., Louisville, Ky. 12 pp. 8½" x 11"

Porch columns and railings in standard sizes, ready to install.

**216. KITCHENS.** Bronzeglow Birch. H. J. Scheirich Co., Dept. HH, Louisville 9, Ky. 4 pp. 8½" x 11"

Dimensions and accessories for these natural-finish kitchen cabinets.

**217. WINDOWS.** Alda Aluminum Windows. Alda Mfg. Co., Inc., Dept. HH, James & Cherry Sts., East Hartford, Conn. 8 pp. 8½" x 11"

Horizontal and vertical sliding aluminum windows, size data and sectional details.

## PRODUCTS AND PUBLICATIONS COUPON

For more information on new products and publications in this May issue

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### NEW PRODUCTS

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| Teal Corp.                      | ..... | <input type="checkbox"/> |
| Mesa Metal Works                | ..... | <input type="checkbox"/> |
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| c. Boonton drawers              | ..... | <input type="checkbox"/> |
| d. Robbins Geometile            | ..... | <input type="checkbox"/> |
| e. GE wall-hung refrigerator    | ..... | <input type="checkbox"/> |
| f. Dixie cooking units          | ..... | <input type="checkbox"/> |
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| h. Speedbond adhesive           | ..... | <input type="checkbox"/> |
| i. Lezam glue spreader          | ..... | <input type="checkbox"/> |
| j. Lifetime counter tops        | ..... | <input type="checkbox"/> |
| k. Sutton air conditioner       | ..... | <input type="checkbox"/> |
| l. Ventarama skylight           | ..... | <input type="checkbox"/> |
| m. Shutter shades               | ..... | <input type="checkbox"/> |
| n. Flexalum Venetian blinds     | ..... | <input type="checkbox"/> |
| o. Heatrim baseboards           | ..... | <input type="checkbox"/> |
| p. Reynolds windows             | ..... | <input type="checkbox"/> |
| q. Electro-Staynew precipitator | ..... | <input type="checkbox"/> |
| r. Thermal humidifier           | ..... | <input type="checkbox"/> |
| s. Nylon shower head            | ..... | <input type="checkbox"/> |
| t. Curt-N-Door                  | ..... | <input type="checkbox"/> |
| u. Titus air diffuser           | ..... | <input type="checkbox"/> |
| v. Cop-R-Glas switch plates     | ..... | <input type="checkbox"/> |
| w. Kitchen of Today             | ..... | <input type="checkbox"/> |
| x. Suburban dining nook         | ..... | <input type="checkbox"/> |
| y. Glissade vanities            | ..... | <input type="checkbox"/> |
| z. Bilnor pool liner            | ..... | <input type="checkbox"/> |
| aa. Everett trencher            | ..... | <input type="checkbox"/> |
| bb. Talk-O intercoms            | ..... | <input type="checkbox"/> |

### TECHNICAL PUBLICATIONS

- |  |       |                          |
|--|-------|--------------------------|
| 195. GE load centers                   | ..... | <input type="checkbox"/> |
| 196. Electric radiant heating          | ..... | <input type="checkbox"/> |
| 197. Sound absorption coefficients     | ..... | <input type="checkbox"/> |
| 198. 1955 American standards           | ..... | <input type="checkbox"/> |
| 199. Prefabrication marketing handbook | ..... | <input type="checkbox"/> |
| 200. Elkay sinks                       | ..... | <input type="checkbox"/> |
| 201. Asbestos siding designs           | ..... | <input type="checkbox"/> |
| 202. Donley fireplaces                 | ..... | <input type="checkbox"/> |
| 203. DeWalt power tools                | ..... | <input type="checkbox"/> |
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| 206. Light for living                  | ..... | <input type="checkbox"/> |
| 207. Flint & Walling pumps             | ..... | <input type="checkbox"/> |
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| 209. Kayline architectural lighting    | ..... | <input type="checkbox"/> |
| 210. Kritzer film                      | ..... | <input type="checkbox"/> |
| 211. Atlas flush doors                 | ..... | <input type="checkbox"/> |
| 212. Soss hardware catalogue           | ..... | <input type="checkbox"/> |
| 213. Teco trusses                      | ..... | <input type="checkbox"/> |
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| 215. Logan ornamental iron             | ..... | <input type="checkbox"/> |
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